

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Geo. P. Rowell & Co., Publishers, 10 Spruce St., New York.

VOL. XI. NEW YORK, NOVEMBER 14, 1894. No. 20.

## EXPERT INVESTIGATION.

Once a year for the past three years Mr. CHAS. H. FULLER, President of Chas. H. Fuller's Agency, Chicago, and Mr. B. M. HOLMAN, delegated from the Chicago Advertising Agency, of Lord & Thomas, have made a thorough, complete and exhaustive investigation of

## THE REPUBLIC'S

circulation records. Mr. FULLER and Mr. HOLMAN have special qualifications in this direction, as both have had practical experience in newspaper circulation work.

Read their report:

CHAS. W. KNAPP, General Manager,  
THE ST. LOUIS REPUBLIC, St. Louis, Mo.:

*My Dear Sir*—We take pleasure in submitting a detailed report of our recent investigation of the circulation of the **DAILY REPUBLIC** and **SUNDAY REPUBLIC** for the period of Six Months past, commencing with January 1, 1894, and closing with June 30, 1894. We carefully examined the books and vouchers and found a very admirable system in use in your office. We had access to everything necessary to verify our figures and find that the totals for each month were as follows:

Month, 1894.	Gross.	Deduction.	Net.	Daily Average.
January.....	1,764,055	123,397	1,640,658	52,924
February.....	1,575,805	112,270	1,463,535	52,269
March.....	1,753,420	119,404	1,634,016	52,710
April.....	1,760,360	117,945	1,642,415	54,747
May.....	1,817,190	121,769	1,695,421	54,690
June.....	1,743,125	114,849	1,628,276	54,275

Daily and Sunday Average for Six Months.....53,602

This investigation is the Third Annual Report by both of us, and we are perfectly satisfied that the above is absolutely correct to the best of our knowledge and belief.

We wish to thank the management for the uniform courtesy extended by all with whom we were brought in contact.

Yours respectfully,

LORD & THOMAS,

CHAS. H. FULLER ADVERTISING AGENCY,  
CHAS. H. FULLER, President.

Per B. M. HOLMAN.

# ATLANTIC

# COAST LISTS OF LOCAL COUNTRY WEEKLIES

## 1400 Papers

Covering the

New England,

A MILLION  
FAMILIES  
REACHED.

Middle and

Southern States.

One Order,

One Electrotpe,

Does The Business.

ATLANTIC COAST LISTS,

134 LEONARD STREET,

NEW YORK.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. XI.

NEW YORK, NOVEMBER 14, 1894.

No. 20.

## BEAUTY AND BUSINESS.

*By Joel Benton.*

One of Emerson's humorous quotations was the remark of a lady who said that the consciousness of being well dressed gave her, next to the consolations of religion, her greatest happiness. It was almost a collateral maxim to that which says "Cleanliness is next to godliness." Both of these expressions bring before us vividly the fact that a good appearance and a beautiful adornment are important factors on behalf of power and influence.

The consideration they lead to has a direct business application.

What is the use of calling people to your store, by an expensive outlay of advertising, if you have nothing attractive to show? You can have usefulness, to be sure, without beauty, but if you invoke artistic aids you do not reduce utility. You are simply giving it a greater emphasis, and making the invitation to it more enticing. A dealer, proprietary or of any kind, may also pay attention to this fact, even if his goods are sent out and sold everywhere in packages. They may be equally good if not put up showily or artistically; but they will sell better if offered in an attractive form. It is my opinion that a box of matches, or even a case of clothes-pins, will have more prosperity with the tradesman who sells them and the people who are asked to buy them, if they go out in a delectable adornment.

In Oriental bazars and in great cities like Paris and New York, we notice the strife and rivalry of the shrewder merchants to make a good show. It is really a delight to go into great shopping districts to see the display that can be made of goods and wares sold. Whether you visit them by daylight or in the fairy-like enchantment of artificial illumination, the effect is not only an overwhelming attraction; it is also an irresistible inducement to buy and a stimulus of trade. Upon the feminine patrons the effect of such

enchantment is often overpowering, and it is this class of purchasers which, more than any other, keeps the shopping districts alive and active.

Even men, whose aesthetic sensibilities are not so sensitive or responsive as those of their wives and sisters, notice with interest a fine display of things, which is apparent to every one in the drug stores and the stores of the best known wholesale grocers.

I have often stopped myself—and who has not?—in parts of stores which contain nothing that I want, or could use, merely to see the effect of the fine art of the expert window-dresser. For it certainly is an art, and it is, in the best instances, confined only to those who have proved their title to be masters in it.

It is curious to observe how the window-dresser will bring some momentary wonder to pass with the most intractable material. Goods can be made to talk almost, or to speak sculpturally, by their very forms help to bring to mind some standard article. It has been a question sometimes whether the purely comical or grotesque displays, and the moving image arrangements which often collect a living blockade in front of a store, composed of persons who mostly pass on, and, impeding, perhaps, some who would enter, are worth while or not. But you cannot get people to go into your store before they get in front of it. So to get them there at all is, or should be, some part of the battle. Those who look merely at the time may pass on with a memory or reminiscence that will bring them back another day as real customers.

"A show window," says the London *Draper's Record*, "should be easily seen from the pavement." It advises that the tickets on goods should be black or white, because they are more striking than those of other colors, and they should be fresh always. I should suppose any one would know that a faded or fly-specked card on goods would make the freshest

goods look old and that new ones will freshen old goods. But no obvious wisdom must be taken for granted in this world. Here, however, is something that is new to me, which the paper aforesaid furnishes:

"In dressing the glove windows avoid showing the palms. Let the backs and buttons only be visible. If there is a coarse or inferior piece of skin in a glove you will always find it in the palms."

Another bit of the *Record's* advice is worth quoting, too:

"Tricky window displays are sometimes very taking. For example: Suppose you make a display of blankets some day when there is a sudden change in the weather and the thermometer falls several degrees. Let people know that you are equal to any emergency, and that even the weather cannot get ahead of you."

The "opening day" festival with music, flowers and gifts is not deemed too expensive by dealers who wish to make a good impression and who employ for that purpose these artistic aids.

Word-builders in advertising are now a numerous profession, but their usefulness is much enhanced when the typography and pictorial addenda are arranged with equal care. There has been a manifest improvement in these things within the past few years. You see it notably in the magazines and in the holiday numbers of periodicals. None of it is without ancillary importance, for beauty and use are not antagonistic. So, apart from the mere pleasure in it, we can follow Goethe's advice with practical intent when he says: "Let us learn to encourage the beautiful, for the useful encourages itself."

#### TO PROMOTE BETTER ADVERTISING.

The *Times-Press*, an attractive, well-edited journal at Delavan, Ill., recognizes the fact that it does not matter how many readers a paper may possess; if the merchants of the town it is published in are not acquainted with the commercial value of advertising, its columns will lack patronage. In order to overcome the liability of losing business on this account, Mr. S. H. Beatty, the proprietor, recently purchased a sufficient number of PRINTERS' INK subscription coupons and ordered copies of the "Little

Schoolmaster" to be mailed to all the prominent advertisers and prospective advertisers of Delavan. In a pretty circular notifying them of his action Mr. Beatty says:

I have taken the liberty of ordering mailed to you during the ensuing year (at my own expense) the PRINTERS' INK, a journal for advertisers.

If you will kindly examine its pages you will discover that it is a perfect magazine of up-to-date ideas on successful advertising, which every merchant can apply to his own business.

PRINTERS' INK offers bright thoughts. It suggests taking phrases. It tells how to catch the public eye. It demonstrates artistic arrangements of type. It shows how to avoid the dead common place. It is, in fact, the highest and best authority on methods of effective and paying advertising.

Please greet this little weekly messenger with your critical attention and it will be sure to awaken an active and profitable interest.

Trusting this enterprise will awaken you afresh to the value and importance of advertising and that evidence of the same will soon manifest itself in the columns of the *Times-Press*, I am, Respectfully yours,

S. H. BEATTY, Publisher.

DELAVAN, Ill., Nov. 1, 1894.

Within a few months past PRINTERS' INK has disposed of more than ten thousand subscription coupons to people who, like this Illinois publisher, believe that its teachings will be beneficial to them if made available to their home patrons. There are ten thousand publishers who may act on this suggestion to advantage and fifty thousand local merchants capable of being taught much that will be to their advantage by the weekly lessons of "The Little Schoolmaster" in the art of advertising.

#### ADVERSE ADVERTISING.

A correspondent writes: "My father, who was a successful country merchant, was at one time called on by customers from all over the county, who explained that on the fence boards and on the rocks by the road side throughout the county there was painted in bright colors: 'Don't Go to H—'s to Trade.' My father being well known and popular, his friends had put their spare money into their pockets and come to town in order to manifest sympathy. The painting was afterwards found to have been the work of enemies with the intention of injuring my father's business. As it was, however, it had the opposite effect."

COMMERCIAL circulars carelessly composed consume capital.





For the first time  
in his literary  
career Jerome  
K. Jerome is  
about to write  
directly for an  
American audience.

This work consists of a series of papers  
similar in vein to his "Idle Thoughts  
of an Idle Fellow," but addressed to  
American girls and women. The arti-  
cles will begin shortly in

### THE LADIES' HOME JOURNAL

which periodical will print the entire  
series.

( Not less than 620,000  
copies each issue. )

The Curtis Publishing Company  
Philadelphia

NEW YORK :  
1 Madison Avenue  
(Mr. E. W. Spaulding)

CHICAGO :  
508 Home Ins. Building  
(Mr. Thomas Balmer)

## More Lying Circulation Reports

### CASES No. 13 & 14.

In the American Newspaper Directory for 1891 the circulation of the Los Angeles, California, *Family Ledger*, a weekly paper, is given: *Actual average for the past year*, 13,440. The accuracy of this rating was guaranteed, it having been based upon a statement furnished the Directory, emanating from the office of the paper, and made in the usual form and properly signed.

In the same publication the circulation of the Seattle, Wash., *Press-Times*, a daily paper, is given: *Actual average for the past year*, 8,444, and the accuracy of this rating was also guaranteed, it having been based upon a statement furnished the Directory, emanating from the office of the paper, made in the usual form and properly signed.

In the case of each of the papers named above, demands have recently been made upon the publishers of the Directory for the \$100 reward publicly offered whenever it should be shown that the Directory has been imposed upon by untruthful reports.

The proof presented in each case appeared to be conclusive and the fact that the Directory had been imposed upon by a lying circulation report was in each case admitted by the publisher of the paper interested.

These make only fourteen cases that have been discovered in the seven years that the offer of the reward has been standing.

The cases in their order in which the \$100 reward has been paid are as follows:

1885.  
No. 1. Waukegan, Ill., *Gazette*.  
1889.
- No. 2. Madison, Wis., *Skandinavisk Tribune*.  
1891.
- No. 3. Prospect, Ohio, *Advance*.  
1892.
- No. 4. St. Louis, Mo., *Anzeiger Des Westens*.  
No. 5. Atlanta, Ga., *Dixie Doctor*.  
No. 6. San Francisco, Cal., *Morning Call*.  
1893.
- No. 7. Muskogee, Ind. Ter., *Our Brother*  
in Red.  
No. 8. Monon, Ind., *News*.  
No. 9. Montfort, Wis., *Monitor*.  
1894.
- No. 10. Topeka, Kan., *Saturday Evening*  
Lance.  
No. 11. Minneapolis, Minn., *Farm, Stock*  
and Home.  
No. 12. Chicago, Ill., *Western Rural*.

No. 13. Los Angeles, Cal., *Family Ledger*  
No. 14. Seattle, Wash., *Press-Times*.

It will be noted that California, Illinois, Indiana and Wisconsin are so far the only States that have furnished more than one instance of a lying report that has been detected. No single State has furnished more than two such instances. Ohio, Missouri, Georgia, Indian Territory and Kansas each furnish one.

It is but fair to say that the present publisher of the *Seattle Press-Times* is in no way responsible for the lying circulation report that was furnished. There is every reason to believe that he is more ashamed of the stigma attached to his paper than the person really responsible for issuing the lying report. That person is one Charles H. Lugin, who was at that time general manager of the *Press-Times*, and is now managing editor of the *Seattle Telegraph*. Below is what he says about it. He seems to have been employed as a sort of affidavit maker, and to have signed papers, "as a matter of course," without knowing and possibly without caring very much about the truth or untruth of the statement to be sent out over his signature.

"SEATTLE TELEGRAPH."  
SEATTLE, Wash., Oct. 6, 1894.

Geo. F. Rowell & Co., New York:

GENTLEMEN—Mr. \_\_\_\_\_, of New York, has sent me a memorandum of what he says you propose to add to your report on the *Press-Times* circulation.

This will do me a very great injustice. I have no recollection whatever of having prepared or directed the preparation of any circulation statement for the *Press-Times*. For a short time I had the management of that paper in the sense that the correspondence was conducted in my name and the business generally was so conducted. My actual connection with the paper consisted in affixing my signature to such documents as required it and in indorsing checks made payable to the company. If any circulation statement bears my signature I suppose it was signed by me in the ordinary routine of business. If the persons actually conducting the business at any time presented me with a circulation statement for signature, I probably signed it, as a matter of course, supposing it to be substantially correct.

I never gave any one in connection with the *Press-Times* any directions to make up any circulation statement, so far as I remember, and I certainly never gave any directions for the preparation of a false statement.

Under these circumstances you will see that your proposed remarks in regard to me are entirely uncalled for. I never had a dollar's interest in the *Press-Times* either in the way of stock or salary, but was simply permitting my name to be used as the nominal head of the business pending the permanent disposal of the property. Yours truly,

CHARLES H. LUGRIN.



## The Sun

Is the foe of shams and frauds, of  
all descriptions. This enmity is not  
confined to its news columns.

To the honest advertiser, with  
honest goods, it offers a clientage of  
honest readers.

Remember this when you have  
something you wish to sell.



## *Nine Times Out of Ten.*

The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post. No other has so large an advertising patronage. In influence and respectability it easily takes the lead.—PRINTERS' INK, New York,

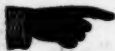
### **CIRCULATION.**

The readers of The Evening Post are usually well-to-do, the most profitable customers, and its circulation cannot be duplicated. It reaches the men first, then their homes: two circulations at the cost of one, and a thorough reading at the leisure time of the day.



### **ADVERTISING.**

Representative houses in all lines of business are the largest advertisers. Unworthy and disagreeable advertising is excluded. The rates are invariable, and the advertisements are set under competent direction, and well printed on good paper.



From January 1, 1894, to October 20, 1894, The Evening Post contained 390 columns of advertising more than in the corresponding period of any previous year, all at invariable rates—an exceptional record.

**A**S the art of advertising becomes each year better understood and more firmly established on a business basis,

The advertiser learns

- 1st.—To demand facts regarding circulation.
- 2nd.—He is anxious to secure those mediums which reach the very widest constituency.
- 3rd.—He must have assurances that are binding.
- 4th.—An unwillingness to state circulation is no longer satisfactory to him.
- 5th.—He must also wish to know that the growth of a publication is of a character likely to insure continuance.

For these reasons we present here

#### THE RECORD OF THE COSMOPOLITAN MAGAZINE.

For Jan'y, 1889, the edition was 20,000 copies.

The average edition for 1890 was 52,916 "

The average edition for 1891 was 74,750 "

The average edition for 1892 was 101,333 "

The average edition for 1893 was 149,215 "

The average edition for 1894 was 202,750 "

Edition for Dec., 1894, now on presses  
is 250,000 copies.

All books and accounts open to the inspection of advertisers.

One fact more.

The Lowest Yearly Rate in Proportion to Circulation Given by any Leading Monthly is, we believe, that offered by the Cosmopolitan.

**\$1.25 per line for quarter pages.**


If you insert an advertisement for 1895 you have a guarantee—absolute—that it will be printed in at least

**Two Million, Five Hundred Thousand  
Copies of**


**THE COSMOPOLITAN MAGAZINE,**

*Irvington on the Hudson, New York.*


# The Washington Evening Star



sells not only space but publicity. It covers Washington as no other local field is covered, going as it does into 96 2-3 per cent of the houses occupied by white families, whether used as stores or residences.



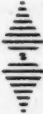
Its rates are low. For a card of a given space running three months or more the rate is a trifle less than five cents a line per insertion—**less than 1-7 of a cent a line per thousand of circulation.** For 10,000 lines, to be used at will, within a year, the rate is 7 1-2 cents a line, including changes.




If an advertisement in THE STAR does not bring buyers for what you have to sell it is because no one in Washington wants to purchase.

New York Representative,  
L. R. Hamersly,  
Potter Building.


# A Chinook..... Breeze.



A singular phenomena, called the Chinook breeze, is common to that portion of the Pacific Northwest bordering on Puget Sound—the Mediterranean of America. The winters there are usually very mild. Snow—always to be seen at the tops of the far distant Olympics and Cascades—rarely troubles the inhabitants of that favored country. Cold weather is almost unknown, owing to the Chinook. (Chinook comes from the Siawash, an old and now nearly extinct tribe of Indians, who ages ago inhabited the western portion of the State of Washington.)



Low temperature is invariably followed by the Chinook—a gentle, soft and springlike breeze which dispels snow and cold, and by its kindly influence gives life and beauty to the blooming verdure everywhere. It is said to owe its existence to the Japan current, which is credited with giving that section of country its mild and equable climate.



A Chinook is a good thing to have, and what it is to the physical world, the SEATTLE POST-INTELLIGENCER is to the social and commercial life, in the busy, bustling community where it is published. Except that at all times, 365 days in the year, its influence is felt. It goes everywhere! It will pave a way to the liberal patronage of 65,000 people in Seattle—the metropolis; it will reach out among the one-half million people of the State, and for the advertiser who has something of merit, it will melt away all obstacles. It's a newspaper Chinook started in 1867, and is always bright, breezy and reliable.

Call on, or write,

**A. FRANK RICHARDSON,**  
Special Agent,  
13, 14, 15 Tribune Bldg.,  
New York.

**C. A. HUGHES,**  
Eastern Manager,  
93, 94 Times Bldg.,  
New York.



**Q**

Stands for Question, for Quantity and Quality. The first question is: "How many copies and how many readers to each copy?" Next: "Who and where are these readers, and what is the influence and power of this paper in winning them for the advertiser?"

**A**

Stands for the answer and for the very highest ratings. THE WEEKLY COURIER-JOURNAL of Louisville, Kentucky, issues 145,000 copies every week, subscribed to by the comfortable families of the Southwestern States. It is by far the largest circulation of any paper in that section. It has grown up with the people there and has been the champion of their interests for sixty-four years. No other paper can reach and appeal to the Southwest like the

## WEEKLY Courier=Journal!

October 29, November 26, December 31,  
January 28, February 25,  
Are Special Editions of

**200,000 Copies.**

75 CENTS PER AGATE LINE.

**A. FRANK RICHARDSON, Eastern Agent,**  
317 Chamber of Commerce,  
CHICAGO.

14 Tribune Building,  
NEW YORK.

# ST. PAUL GLOBE.

☼  
**Read  
Carefully.**

When you place your advertising you want to reach the greatest possible number of people for the least possible sum of money.

## **Remember**

THAT the GLOBE sells over 5,000 more papers than its nearest competitor.

THAT over 5,000 lead in sales means that your ad in the GLOBE will be read by thousands more than you can reach through any other paper.

THAT the Advertising Rates of the ST. PAUL GLOBE, circulation considered, are the lowest of any paper published in the Northwest.

☼  
**PUT YOUR      GLOBE      AND GET  
AD IN           RESULTS.**

☼  
**The Great Want Medium of the Northwest!**

## WITH ENGLISH ADVERTISERS.

By T. B. Russell.

LONDON, October 24, 1894.

One or two American businesses have just been extended to this country. Mr. Queen is in London and has placed the agency for "Syrup of Figs" with Messrs. Fassett & Johnson. It is to be presumed that Mr. Queen has satisfied himself that the trade-mark difficulty can be got over; because it is a difficulty that exists. The English statute law of trade-marks does not admit to valid registration descriptive titles. You must either register an arbitrary word, or combination of wording and pictures, or (if you want to use a descriptive wording) you must register a personal name or a device with it, and expressly "disclaim" everything except such personal name or device. "Disclaiming" means specifically surrendering any claim to exclusive rights in the descriptive part of the title. Thus, such titles as "Syrup of Figs," "Sulphur Tablets," "Pink Pills for Pale People," cannot be validly registered alone; but they can be registered in connection with a name in the possessive case: "Queen's Syrup of Figs," "Frazer's Sulphur Tablets," "Dr. Williams' Pink Pills for Pale People"; but a purely factitious name like "Paskola," "Sozodont," "Vinolia," can be registered and maintained as a trade-mark without any device.

Now, the great difficulty with proprietors of descriptive trade-marks, with the protection limited to the personal name, is to guard against substitutes being sold to people who omit to insist on this personal name. To meet this you have to fall back on the common law. The common law has wide protective powers. Anything like trading on an established reputation can be stopped; a colorable imitation of a package can be sat upon at once, and even if unregistrable, a name that is at all fanciful can be protected at common law, because the *verbatim* adoption of such a name by the imitator is a confession of bad faith, and of an attempt to trade on other people's reputation. The policy of the law is plain. It is to protect reputations established by advertising, and long trading, so far as may be without infringing on the natural rights of all citizens to the use of ordinary language. Nobody can say that a tonic pill could not be described by any other name than Pink Pills for

Pale People—it is a purely fanciful name. And although the statute law would not admit these words to registration, the common law would sit upon any one who stole them, even though he did not directly imitate the dressing and put-up of the genuine P. P. for P. P.

On the other hand, the law (quite justly, as I think,) does not allow any man by his advertising to create for himself something in the nature of a patent, by acquiring an exclusive right to the use of a plain description, like "Syrup of Figs." A very considerable business has within a year or two been wrecked by precisely this point. There was an article called Frazer's Sulphur Tablets, and under very able management (that of Mr. Sharp, formerly with Seigel's Syrup) a large sale was worked up for it. Presently, however, hundred of chemists and candy-sellers began to make sulphur tablets of their own, and while the name Frazer was amply protected, the plain title "Sulphur Tablets" could not be monopolized, and this (with, I fancy, some wrong season expenditure) killed the business. Now, if Mr. Queen can get every one to insist on having QUEEN'S Syrup of Figs, all right; but he will have to fight a large opposition from unclassified fig syrups, and this ought to be taken into account by any one who pretends (which I do not) to forecast the probabilities of his success or failure.

"Paskola" will be on the market here, too, very shortly, and Dr. Dixon is already at work with "Antitoxin," which, though it looks like a fancy name, is, I fancy, not capable of being validly registered as a trade-mark; it is, to any one who knows Greek (and to most other people) perfectly descriptive, and the decision of the court against "Somatose" still stands, based on this objection. Though it stands at present, however, it is probably bad law and may be upset on appeal to the higher court. But either name—Somatose or Antitoxin—should be amply defensible at common law.

Some time ago the *Evening News*, London, a paper of national circulation, published what it called a circulation statement, which I reported in

the weekly letter I was then writing you, and to which I objected as inadequate, inasmuch as it covered only a short and unfairly selected period, and made no allowance for unsold copies. The *Evening News* protested against my objection, and was upheld by PRINTERS' INK, which printed its protest with an editorial comment. It is therefore (though perhaps not a matter of much interest in America) worthy of record that the *Evening News* has now come round entirely to my view, and has been the first London evening paper to publish a properly authenticated statement of its net sales, during a sufficiently extended period. The actual daily sale during three months averaged 110,000 copies. This is a courageous and honorable policy on the part of the *Evening News*, and should be the first step towards business-like and honest management of evening papers. There is only one point that might be made clearer. I notice that the word "returns" is conspicuously absent from the statement. This may be an accident, or it may mean that copies sold to newsvenders and returned next day to be exchanged for current copies (having been unsold on day of publication) are not allowed for. But with this exception the statement is useful and valuable, and it places some rival papers that do not publish such a statement in rather an awkward position. As they deserve.

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The company owning Pears' Soap has just paid a dividend of 8 per cent, with £1,828 carried forward and £5,000 put to reserve fund. Last year's dividend was 10 per cent, with £4,335 carried forward and £7,500 to reserve. It would be rash to deduce any very positive conclusion from these figures, without seeing the whole of the books. But I believe the English advertising account has been reduced this year, and if so; the effect on net earnings is instructive.

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In a PRINTERS' INK that will no longer be very recent by the time these occasional lines get into type, some one complained of the rejection of a playing card advertisement by the *Youth's Companion*, and the editorial comment of the Little Schoolmaster was that Messrs. Perry Mason & Co. probably know what they are about. That is right. There are abundant facts

to show that hardly anything makes for large circulation like strict, even excessive and old-fashioned "respectability"—puritanism. Not that playing cards are otherwise than respectable, but the prejudice against them is one of the things that it pays a publisher to give way to. In a literary census that some one took in America, it was not Shakespeare, or Scott, or Thackeray, or Fielding—it was not even Dickens—that was voted the most popular author. It is the blameless fictions of the late Rev. E. P. Poe that commanded the suffrages of the millions. He distanced Mr. Howells, the astonishing writer whose celebrity puzzles the critical in this country. We have just such a portent here: "Homer's Penny Stories"—a sort of semi-religious novelettes, published periodically, have attained in a comparatively short time an almost incredible circulation. They are "pure," puritanical and not too clever. These are the qualities that pay. The religious paper having the biggest circulation in England is not the *Christian World* or the *British Weekly*—papers whose editorship is not exceeded in talent by any periodical in the world; it is not the *Christian Commonwealth*, which publishes interviews and news items that are quoted in every daily paper in the country; it is the *Christian Herald*, a paper that has Talmage's sermons, and a lot of second-advent and faith-healing matter, with illustrations and little religious anecdotes—that is the paper that *sells*; and it sells by the hundred thousand.

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Mr. William Johnston's surprising advertisements of printer's ink in PRINTERS' INK have, as one learns from the issue of October 10th, proved remunerative and criticism is disarmed. But the exceptional article he has to offer has much to do with this, and it must have occurred to many readers that, ingenious and clever as they are, his announcements contain matter that must be building up an immense amount of prejudice against him. When competition begins to catch him up—as it must—is he not afraid that some of the things he has said will be remembered to his disadvantage with people whom he will then need to conciliate? Similarly with his attack on the great ink makers. "It's pretty—but is it art?"

A specimen advertisement is always interesting; and when an expert spreads himself and shows what he can do it would be a pity to miss the spectacle. No other apology is needed for the masterpiece whose beauties—they are too many for my feeble pen to enumerate—grace this page.



This is "expert" work. "Effective designs prepared," says one corner of it. Let us not criticise; let us admire (if we can) and gasp!

Messrs. Watkins & Osmond are a respectable firm of advertising agents in a considerable way of business.

#### THE USE OF ABBREVIATIONS.

*By Jacob Backes.*

In the advertising columns of many German and French periodicals abbreviated word forms are used, in a way and to an extent that few would think advisable in this country. The following, taken from a recent issue of *Daheim*, at random from dozens of the like, is merely typical of what intelligent Germans and Frenchmen not only have to "put up with," but are familiar with, see frequently, and take as a matter of course:

Geb. Dame a. g. fam., in Küche u. Haush. erf. befäh. Unterr. i. Schneid., Schnitzzeichn. u. Putz zu erteil., s. sobald od. spat. pass. Stellung.

If we translate this into American, and then abbreviate in a style fairly fashioned after the German, the following is the result:

Cul. lady o. g. fam. exper. in cooking a. housek., comp. to g. instruc. i. cutt. pattern. a milliner., s. sooner o. lat. suit. situation.

If you have not succeeded in "puzzling out" all of the above, here is the form in full:

Cultured lady of good family, experienced in cooking and housekeeping, competent to give instruction in cutting, patterning and millinery, seeks [for] sooner or later suitable situation.

It should be stated, however, that in the German and French periodicals printed in this country not so much word-shortening is done. Few advertisers here, even those represented only in the "Wants," would care to

save money at the expense of eye and mind-pleasing legibility, and even if they were so inclined it is doubtful, very, whether their copy would find favor with the style-magnates in the proof-room.

It is observed, too, that these old-country abbreviations seem to follow no standard system or code, the same word being shortened in different ways, or not shortened at all in the same column. Thus, in the example shown, the word *in* (spelled the same way and having the same meaning in both the American and German languages) is spelled out in the first and abbreviated in the second instance. It must be admitted, and I admit it freely, that in abbreviating the word *in* into *i* our German friends have got the thing "down fine."

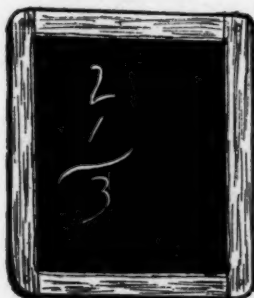
#### THE ART OF WORKING THE PRESS.

In sending complimentary to the local papers it is well for the managers of a flower show to send each important member of the staff of each paper a season pass upon which his own name appears. It is generally more gratifying to the recipient to have such a one than one bearing simply the name of the paper. The number of season passes should be determined by the size of the staff of the paper, and the editorial assistants should not be overlooked, as each one has certain discretion in the use of the blue pencil. These season passes should be supplemented by a liberal bunch of single admission complimentarys to each paper. The editor and his assistants each have a circle of friends whom he expects to be able to provide for. They have become so used to this that it seems a right to them, and they will feel disgruntled if sufficient tickets are not supplied. The people they go to are practically professional deadheads and never pay admissions any way, so nothing is really lost to the management and the good-will of the press is vital. And don't forget the reporter. See that he or she has tickets for friends and a flower or so when they visit the show. Flowers should be provided for this purpose. The essentials for liberal press notices are first the good-will of the editor and his assistants, that a reporter may be sent to write up the exhibition and with instructions to "give it two columns if

worth it," and, second, the good-will of the reporter that he may exert himself to write an attractive story and be made to see that the subject is "worth" the two columns—and a little more. He may be brought into such an enthusiastic frame of mind as to suggest to his superiors the advantage of illustrations for his report of the following day, and illustrations add very materially in attracting notice to the show, even when poorly done. A picture catches the eye and excites curiosity as to the matter accompanying it.

It will be found a good investment, too, to send the editor and his assistants each a small box of chrysanthemums or other flowers occasionally in advance of the exhibition and daily during its continuance. Such a pleasant remembrance cannot fail to be appreciated.

In placing the advertising, it will be wisest to use an equal amount of space in each paper. The rates in the papers of lesser importance will be lower than those of wider circulation, but so long as an equal space is used in each the business manager will make no complaint to the editorial staff that the paper is being discriminated against. And no matter how liberal the notices in the reading columns, a small card among the amusement advertisements will prove a good investment. Many people who have been favorably affected by descriptive articles will later turn to the amusement column of a subsequent issue to ascertain the hours the show is open, price of admission, special features for the day, etc.—*American Florist*.



AN AD.

# BEAUTY AND ADVERTISING.

A pretty coquette walking by the seashore is like injudicious advertising—very dear. But she also bears a strong resemblance to judicious advertising, because she catches every eye.

This pretty coquette wears silken bonnery, which, like the results of injudicious advertising, are invisible to the eye of man. But they are filled with charms that cannot be equaled, and so are the results of judicious advertising.

The beautiful bathing costume worn by the pretty coquette is similar to an injudicious advertiser's bank account—very short at both ends. But its likeness to the bank account of a judicious advertiser is also apparent, for it is simply out of sight.

The man who falls in love with the pretty coquette finds her like trade to the injudicious advertiser—hard to win. But a proper study of her charming vagaries, together with undying constancy, will surely win her; just as the same methods pursued by a judicious advertiser will win business.

As the wedding day approaches our pretty coquette is again clothed with the similitude of an injudicious advertisement, being seen by few people. But it is also at this time that her resemblance to a judicious advertisement is most plainly evident, for she has accomplished the purpose of her existence.

## KILLED BY DISPLAY.

I have frequently missed an important item of news at first reading because the display lines in my morning or evening daily were so bewildering, in their number and variety of types, that I found them harder to read than pure reading matter in regular and uniform type. It may be heresy for me to say anything against the New York papers, where I was born, or the Boston papers, where I was brought up; but it is easier for me to read the news in some of the Chicago papers than either of them, because, to my thinking, they do not so much kill the page with display lines. I have much of the same feeling about the advertisements on the page.

I get an idea of most advertisements at a glance. Unless it is plain sailing I do not read far into them. A medley of types don't fix my attention. I seem to have no time to guess conundrums or figure out puzzles.

I often read Pyle's Pearlina ad all through. His illustrations are crude, but great eye-catchers. The type is plain and uniform. He sticks to his text and tells over and over again the old, old story in a new and attractive form.—*Frank Field Fowler, in Profitable Advertising*.

In view of the New York *Sun's* popularity with exchange editors, it ought to be an excellent medium for advertising scissors and mutilage.

## Classified Advertisements.

Advertisements under this head, two lines or more without display, 25 cents a line. Must be handed in one week in advance.

### WANTS.

GOOD HOUSEKEEPING. Ads.

GOOD HOUSEKEEPING. Ads.

**A** DS. VICK'S MAGAZINE, 300,000. 38 Times Building, N. Y.

**A** DS. VICK'S MAGAZINE, 300,000. 38 Times Building, N. Y.

**A** DS. VICK'S MAGAZINE, 300,000. 38 Times Building, N. Y.

**A** DS. VICK'S MAGAZINE, 300,000. 38 Times Building, N. Y.

**T**HE ST. NICHOLAS MAGAZINE wants your attention, and deserves it.

**I**F NOT interested, don't send your address to THE B & L PUB. CO., 136 Liberty St., N. Y.

**W**ANTED—Small half-tone cuts. Send proofs and prices. DUPONT, North Elm St., Westfield, Mass.

**W**ANTED—A good-paying newspaper plant. No run-down concern wanted. Worth from \$10,000 to \$30,000. Write to FRED W. COBSON, New Castle, Pa.

**M**ORE newspaper men to know the saving of time, labor and money caused by the preparation of copy on the Remington Typewriter. 287 Broadway, New York.

**W**ANTED—By an afternoon paper, in a Maine city, a hustling all around reporter. Must be temperate. Address, stating age, experience and salary wanted. "MAINE DAILY," care Printers' Ink.

**C**LASSIFIED advertisements will be accepted (without display) for the Year Book issue of PRINTERS' INK (November 28) at 25 cents a line. Book of about 600 pages. First edition guaranteed 23,000 copies.

**A**SHREWD advertising scheme for drawing cash trade. Not a "fake," but an original, ingenious system for the use of retailers. Practical. Inexpensive. Effective. Particulars for stamp. H. A. MATHIE, 3322 Warren St., St. Louis

**W**ANTED—Situation as telegraph editor or editorial writer, or both. Special reporting if required. Four years' experience on daily newspapers; references furnished; 25 years old and strictly temperate. Address Lock Box 78, Troy, N. Y.

**W**ANTED—Fancy metal signs for outside of stores, with individual names, are wanted by one of our large customers. Something new and cheap desired; would use a quantity; correspondence solicited from manufacturers. MODERN ADVERTISING CO., 119 S. Fourth St., Philadelphia.

**A** NEW YORK special agent desires the services of intelligent and active young man who has had some experience in advertising agency or advertising department of newspaper. Moderate salary at beginning, but will increase in proportion to value of services. Address, stating experience, salary wanted, etc., "ACTIVE," care Printers' Ink.

**W**ANTED—All advertisers who use religious or family papers to know that the Indianapolis, Ind., NATIONAL PRESBYTERIAN will print and mail 75,000 copies of December, 1894, issue, and each month thereafter. Rates, 60 cents per page line, with discounts. Write for full particulars to J. HENRY RIGOUR, Manager, 11 Abbeet Building, Indianapolis, Ind.

**L**AST announcement! Advertisements intended for Printers' Ink Year Book must reach the office before November 21st or they will be too late. They will be too late even then for any choice position, but may be in time for a first-rate position if sent this very day. First edition of Year Book guaranteed 23,000 copies. Address with copy) PRINTERS' INK, 10 Spruce St., N. Y.

**W**ANTED—The address of every writer of advertisements for large dry goods and department stores. A minute and a postal will bring you information that will be sure to interest you, probably give you some ideas, possibly bring us some business. HARPER ILLUSTRATING SYNDICATE, Columbus, O.

**W**ANTED—Position as advertising manager by young man for enterprising publisher of good publication. Experience and good references. "333," 6335 Oglesby Ave., Chicago, Ill.

**I** AM in the market for all or the controlling interest of a good daily or daily and weekly (Democratic or Independent) newspaper in a city of not less than 3,000 or 12,000, which, for any good reason, is for sale at a bargain. It will be no objection if it has been somewhat neglected or is not fully developed, if located in a good field and the surroundings are otherwise satisfactory. Give totals of advertising, subscription and job work and total cost of salary and operating expenses for the last three or five years. Name your bottom price, as there are lots of this kind of papers for sale, and I am going to buy one cheap. Address "CASH BUYER," care Printers' Ink.

**I** WANT your business ear for all office positions. Leaders in various denominations who have seen the manuscripts of a subscription book about to issue say: "Every Christian minister in this and foreign lands is certain to most earnestly commend it from his pulpit as being in importance second to only the Bible." "There is nothing like it." "It is bound to sell by the million." Publishing expenses as follows: Composition, illustrations and plates, \$500; paper, printing and binding 10,000 copies of the \$1.50 edition, \$2,300; office expenses, \$800; net receipts for 10,000 books at 80 cents per copy, \$8,000; profits, \$3,500. Possible sales the first year, at least 1,000,000 copies of the \$1.50 and 1,000,000 of the \$2.50 edition; net profits above all expenses over \$900,000, on original investment of \$3,000. This will bear the closest investigation. I want for treasurer, directors and for other responsible positions conscientious, progressive parties able to invest \$250 to \$1,000, to be amply secured. The publication of this most important book is to serve as the foundation of an immense profit sharing business, already incorporated, which is to ultimately embrace all industries. Write for particulars S. S. WOOD, 136 West 61st St., New York.

#### NEWSPAPER INSURANCE.

**I** NSURE present and future business by using ST. NICHOLAS.

**T**HE YANK, Boston, Mass., wards off business death. 60,000 monthly.

**C**LASSIFIED advertisements will be accepted (without display) for the Year Book issue of PRINTERS' INK (November 28) at 25 cents a line. Book of about 600 pages. First edition guaranteed 23,000 copies.

**L**AST announcement! Advertisements intended for Printers' Ink Year Book must reach the office before November 21st or they will be too late. They will be too late even then for any choice position, but may be in time for a first-rate position if sent this very day. First edition of Year Book guaranteed 23,000 copies. Address (with copy) PRINTERS' INK, 10 Spruce St., N. Y.

#### TO LET.

**Y**ANK, Boston. Space.

**V**ICK'S MAGAZINE. Space.

**V**ICK'S MAGAZINE. Space.

**V**ICK'S MAGAZINE. Space.

**V**ICK'S MAGAZINE. Space.

**A** DVERTISING space in ST. NICHOLAS.

**G**OOD HOUSEKEEPING. Space.  
H. P. HUBBARD, Mgr., 38 Times Bldg., N. Y.

**G**OOD HOUSEKEEPING. Space.  
H. P. HUBBARD, Mgr., 38 Times Bldg., N. Y.

**C**LASSIFIED advertisements will be accepted (without display) for the Year Book issue of PRINTERS' INK (November 28) at 25 cents a line. Book of about 600 pages. First edition guaranteed 23,000 copies.



**L**AST announcement! Advertisements intended for *Printers' Ink Year Book* must reach the office before November 21st or they will be too late. They will be too late even then for any choice position, but may be in time for a first-rate position if sent *this very day*. First edition of *Year Book* guaranteed 23,000 copies. Address (with copy) **PRINTERS' INK**, 10 Spruce St., N. Y.

**SPECIAL WRITING.**

**G**OOD editorial copy helps the character of a paper and commands advertising. Try mine. G. T. HAMMOND, Newport, R. I.

**C**LASSIFIED advertisements will be accepted (without display) for the *Year Book* issue of **PRINTERS' INK** (November 28) at 25 cents a line. Book of about 600 pages. First edition guaranteed 23,000 copies.

**L**AST announcement! Advertisements intended for *Printers' Ink Year Book* must reach the office before November 21st or they will be too late. They will be too late even then for any choice position, but may be in time for a first-rate position if sent *this very day*. First edition of *Year Book* guaranteed 23,000 copies. Address (with copy) **PRINTERS' INK**, 10 Spruce St., N. Y.

**PREMIUMS.**

**VICK'S MAGAZINE** (300,000) is an attractive premium. 38 Times Building, N. Y.

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**VICK'S MAGAZINE** (300,000) is an attractive premium. 38 Times Building, N. Y.

**ST. NICHOLAS** celebrates his twenty-first birthday so successfully that the first edition of the November number is all sold.

**HOLIDAY BOOKS**—If you want to use holiday books or books of any kind as premiums, send to OGILVIE, the publisher, 87 Rose St., New York, for particulars.

**C**LASSIFIED advertisements will be accepted (without display) for the *Year Book* issue of **PRINTERS' INK** (November 28) at 25 cents a line. Book of about 600 pages. First edition guaranteed 23,000 copies.

**L**AST announcement! Advertisements intended for *Printers' Ink Year Book* must reach the office before November 21st or they will be too late. They will be too late even then for any choice position, but may be in time for a first-rate position if sent *this very day*. First edition of *Year Book* guaranteed 23,000 copies. Address (with copy) **PRINTERS' INK**, 10 Spruce St., N. Y.

**BOOKS.**

**O**LD books bought and sold. Send stamp for list. Address A. J. CRAWFORD, 312 North 7th St., St. Louis, Mo.

**NICHOLS' Perfect Order Book for Printers.** Saves time, labor and losses; 3,000 orders, only \$3. **FRED. H. NICHOLS**, Publisher, Lynn, Mass.

**DANGER SIGNALS**, a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address **PRINTERS' INK**, 10 Spruce St., New York.

**"BUSINESS LAW AND FORMS."** Saves lawyer's fees. Trustworthy. Convenient. Economical. Indorsed by leading bankers, merchants and lawyers. Sent on approval. Send for circular. **F. W. ZIEGLER & CO.**, 723 Chestnut st., Philadelphia, Pa.

**A**RE you keeping a record of your advertising? If not, why not? It will pay you. No trouble if you use my *Advertising Record*. Price \$1. Books mailed subject to inspection; seeing is buying. Address **J. W. SHOEMAKER**, publisher and proprietor, Springfield, Ohio.

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**C**LASSIFIED advertisements will be accepted (without display) for the *Year Book* issue of **PRINTERS' INK** (November 28) at 25 cents a line. Book of about 600 pages. First edition guaranteed 23,000 copies.

**POCKET-BOOK POINTERS**—A hand-book for poultry keepers, kept for reference like an almanac for the entire year. An edition of 25,000 copies will be issued Jan., 1886, and advertisements for the same are now being accepted from reliable parties only. All kinds of books, papers, household goods and necessities, farming implements, live stock, poultry, eggs, dogs or in fact anything from a wheelbarrow to a steam engine will find customers among its readers. Not a new thing. Established 1883 and has enjoyed immense success. Circulars free. **D. J. LAMBERT**, Apportion, R. I.

**ADVERTISING MEDIA.**

**THE YANK**, Boston, Mass., 60,000 monthly.

**THE HARDWARE DEALER**—A magazine for dealers. 78 Reade St., N. Y.

**THE HARDWARE MANUFACTURER**—A magazine for makers. 78 Reade St., N. Y.

**THE OPTICIAN AND JEWELER**, 94 Maiden Lane, N. Y. A peculiarly good medium for careful advertisers.

**A**NY person advertising in **PRINTERS' INK** to the amount of \$10 is entitled to receive the paper for one year.

**"I**n her *Post-Intelligencer* Seattle has one of the four great papers of the Pacific Coast."—*Harper's Weekly*.

**DOMINION Newspaper List** (40 weekly papers). Sworn circulation 32,236. **CANADA READY PRINT CO.**, Hamilton, Ont.

**H**AVE you ever tried the **AMERICAN HOME JOURNAL**, Easton, Pa. 1 Circulation 3,000 monthly; rates 5c. a line; it pulls.

**A**DVERTISERS—Only 10 cents per line; circulation 20,000. Best medium on earth. **CRIFE'S COMMERCIAL REPORTER**, Marion, Ind.

**THE METROPOLITAN AND RURAL HOME**, N. Y., an agricultural and family journal, issues over 500,000 monthly. It pays advertisers.

**THE HEARTHSTONE**, 285 Broadway, N. Y. Largest paid-in-advance circulation of any similar monthly in the United States. Send for rates and sample copy.

**A**DVERTISING in newspapers of "known circulation" means "BUSINESS." For particulars address **A. FRANK RICHARDSON**, Tribune Bldg., N. Y. Chamber of Commerce, Chicago.

**C**LASSIFIED advertisements will be accepted (without display) for the *Year Book* issue of **PRINTERS' INK** (November 28) at 25 cents a line. Book of about 600 pages. First edition guaranteed 23,000 copies.

**"Y**OUR paper is a hustler for orders."—**J. J. Bell**. This refers to **PARK'S FLORAL MAGAZINE**. The publisher guarantees 125,000 circulation each month. Advertising office, 517 Temple Court, New York City. **C. E. ELLIS**, Manager.

**C**OMMENCING with December issue, the **NATIONAL PRESBYTERIAN** will prove its circulation. Remember, 75,000 each issue for 1886. Rate, 60 cents per line, with discounts. Write for particulars. Address **J. HENRY RIGOUR**, Manager, 11 Abbot Building, Indianapolis, Ind.

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**PRINTERS.**

**VAN BIBBER'S**  
Printers' Rollers.

**P**RESSWORK of the highest quality; prices just right. We do the presswork on *Printers' Ink* and *Munsey's Magazine*. Is yours as well done? **FERRIS BRON**, 294-300 Pearl St., N. Y. City.

ONE of our customers writes: "You have compelled our admiration." He is a man of artistic tastes, and wants printing that is superior to the ordinary. If you want that kind, THE LOTUS PRESS, 140 West 23d St., New York City.

AN eminent American sculptor says: "Your work is very artistic and should commend itself to all who love refined, delicate printing." All our customers speak of our work in the highest terms. We adapt the style of the work to the purpose it is to be used for. THE LOTUS PRESS, high-grade printers, 140 W. 23d St., N.Y.

OUR reputation has gone abroad. Mr. Joseph Wright, of Glasgow (umbrella maker to the queen), writes: "Your work is most exquisite; I consider it the finest I have ever seen. You seem to be a long way ahead of us in the old country." Letter dated Oct. 17, 1894, to THE LOTUS PRESS, 140 West 23d St., New York City. And our hat still fits us.

LAST announcement! Advertisements intended for Printers' Ink Year Book must reach the office before November 31st or they will be too late. They will be too late even then for any choice position, but may be in time for a first-rate position if sent this very day. First edition of Year Book guaranteed 23,000 copies. Address (with copy) PRINTERS' INK, 10 Spruce St., N.Y.

FROM the president of a Western branch of the United Typothetae of America (an association of master printers): "I shall be glad to exchange samples with you at all times, though I fear I shall never be able to give you *quid pro quo*." The reason we have made a few extracts is because others seem to have a knack for saying these things so much better than we. THE LOTUS PRESS, high-grade printers, 140 West 23d St., New York City.

"YOU have resolved printing into a fine art. I know not which to admire the most, your high standard of excellence, your tasteful combinations of type and color, or your skillful press-work." This is how one pleased customer expresses himself about the work from the Lotus Press. There is no flattery about it either, because he has no need to flatter—he pays his bills very promptly. If the kind of work you are getting elsewhere is unsatisfactory try THE LOTUS PRESS, 140 West 23d St., N.Y. City.

#### FOR SALE.

ADVERTISING space in ST. NICHOLAS.

BUYER for two novelty specialties. A. B. DODGE, Manchester, N. H.

BUYS 4 lines 50,000 copies proven. WOMAN'S WORK, Athens, Ga.

IN her POST-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast."—Harper's Weekly.

FOR SALE—Live list of 100,000 names, representing tax payers in every county in Ohio. Lists specially prepared, accurate and fresh. Address LIVURA MFG. CO., Nashville, Tenn.

CLASSIFIED advertisements will be accepted (without display) for the Year Book issue of PRINTERS' INK (November 23) at 25 cents a line. Book of about 600 pages. First edition guaranteed 23,000 copies.

WHY not use a 4x9½ blotter as a business card? It will be preserved and used for a week. We print them and use a special cut made to suit you (and will write the ad. too) at \$8.50 per 1,000, or \$12 for 2,000, or \$22.50 for 5,000. LANDON PRINTING CO., Columbus, Ohio.

I'M the inventor and sole owner of several patents; they have been practically tested and proven satisfactory; I desire to sell but am no salesman, so wish to secure a purchaser or a reliable salesman; with either I'll divide the profit margin. If interested, address for particulars MILEY B. WESSON, No. 428 Jennings Ave., Fort Worth, Texas.

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#### ELECTROTYPES.

VICK'S MAGAZINE, N. Y. Has all sorts of floral electrotypes.

VICK'S MAGAZINE, N. Y. Has all sorts of floral electrotypes.

VICK'S MAGAZINE, N. Y. Has all sorts of floral electrotypes.

VICK'S MAGAZINE, N. Y. Has all sorts of floral electrotypes.

IF YOU WANT the best interchangeable plate and base, or the lightest all-metal electrotypes, order them from E. B. SHELDON CO., New Haven, Conn.

PAY \$1.50 and get our best half-tone portrait Write us your wants. CHICAGO PHOTO ENGRAVING CO., 135 Madison St., Chicago.

IF you are an advertiser get Craike's prices on electros. Work and prices the best. You can ask Johnston, of Printers' Ink. Address CHAS. CRAIKE, 45 & 47 Rose St., New York.

THE best ad can be spoiled by a poor printer. We display ads so they will catch the eye, and also furnish electros. Address WM. JOHNSTON, Printers' Ink Press, 10 Spruce St., N.Y.

CLASSIFIED advertisements will be accepted (without display) for the Year Book issue of PRINTERS' INK (November 23) at 25 cents a line. Book of about 600 pages. First edition guaranteed 23,000 copies.

YOU may write your own ads, but one thing sure—you can't make your own cuts. Think of us; \$1.50 for best half-tone cut; prices like that and work the best. CHICAGO PHOTO ENGRAVING CO., 135 Madison St., Chicago.

HOW to make cuts. Do you wish to learn the art of photo-engraving in all its branches? Zinc etchings for newspapers, etc.; half-tone engraving for book illustrations, etc. Write for terms and particulars. D. C. BITTER, 78 Dearborn St., Chicago.

WE make electrotypes for agencies and general advertisers a specialty. Our patent all-metal cut is more durable and saves more postage than any other make. Our facilities enable us to fill large and small orders at a low rate. WM. T. BARNUM & CO., New Haven, Conn.

CELLUTYPE is preferred by advertisers because it is 10 per cent cheaper than other wood or metal base cuts; it is so light for mailing purposes you save the cost of cut. Prints on wood as well as a special cut die. Cellutypes and cellulotype machinery manufactured by the J. F. W. DORMAN CO., Baltimore, Md., U. S. A.

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HALF-TONES for newspapers, coarse, screen and deeply etched. Will give good results where paper and press-work are only fair. Prices low. Send for proofs. HARPER ILLUSTRATING SYNDICATE, Columbus, Ohio.

#### ADVERTISING NOVELTIES.

ADVERTISING rates invariable in ST. NICHOLAS.

VICK'S MAGAZINE pays first-class novelty advertisers. None others taken.

VICK'S MAGAZINE pays first-class novelty advertisers. None others taken.

VICK'S MAGAZINE pays first-class novelty advertisers. None others taken.

VICK'S MAGAZINE pays first-class novelty advertisers. None others taken.

ADVERTISING novelties in large quantities, I can sell them. Send bottom prices and sample J. J. EVANS, 411½ California St., San Francisco, Cal.

**EYE-CATCHERS**, fancy-ticklers and what nots. We design 'em, print 'em, and make the prices fit the case. Tell us what you wish to do. LONDON PTC. CO., Columbus, O.

**FOR** the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

**CLASSIFIED** advertisements will be accepted (without display) for the Year Book issue of **PRINTERS' INK** (November 28) at 25 cents a line. Book of about 600 pages. First edition guaranteed 25,000 copies.

**GOOD PUZZLE WANTED**—One of our large customers wants something new in the way of a puzzle or cheap advertising novelty. Must be small and cheap; would use many thousands; write us. MODERN ADVERTISING CO., 119 S. Fourth St., Philadelphia.

**LAST** announcement! Advertisements intended for **Printers' Ink Year Book** must reach the office before November 21st or they will be too late. They will be too late even then for any choice position, but may be in time for a first-rate position if sent *this very day*. First edition of Year Book guaranteed 25,000 copies. Address (with copy) **PRINTERS' INK**, 10 Spruce St., N. Y.

#### ADDRESSES AND ADDRESSING.

**ST. NICHOLAS.**

**50 CENTS** gets our sub. list; gummed paper, 1,000 names. **DEMOCRAT**, Albion, Ind.

**LISTS** of ladies' names and addresses for adv. purposes. "MANF." Box 94, Statesville, N. C.

**LETTERS** bought, sold or exchanged. Big lot to rent, all kinds, either sex. **ADVERTISERS' LETTER BUREAU**, 447 6th Ave., N. Y.

**CLASSIFIED** advertisements will be accepted (without display) for the Year Book issue of **PRINTERS' INK** (November 28) at 25 cents a line. Book of about 600 pages. First edition guaranteed 25,000 copies.

**LETTERS** bought, sold or rented. Valuable lines of fresh letters always in stock for rental. Write for lists and prices. Medical letters a specialty. **A. LEFFINGWELL & CO.**, 113 Dearborn St., Chicago, Ill.

**142,000 LETTERS** for sale; 28,000 of 1892 at \$2; 36,000 of 1893 at \$4; 18,000 of 1894 at \$5. All in answer to my own advertisements and largely from women. **F. TRIFET**, Music, 38 Bromfield St., Boston, Mass.

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#### MISCELLANEOUS.

**ST. NICHOLAS.**

**GOOD HOUSEKEEPING.** Excellent.

**GOOD HOUSEKEEPING.** Excellent.

**VICK'S MAGAZINE** A1 + 1 - 0 = 300,000.

**VICK'S MAGAZINE** A1 + 1 - 0 = 300,000.

**VICK'S MAGAZINE** A1 + 1 - 0 = 300,000.

**VICK'S MAGAZINE** A1 + 1 - 0 = 300,000.

**INVALUABLE** information to advertisers. Send 10 cents to **H. L. GOODWIN**, Farmington, Me.

**SEND** cabinet photograph and 35c. and receive 12 miniature photos. **G. FAIRFIELD**, Wind Gap, Pa.

**THE** Persian Corn Cure never fails to cure. Send for free sample. **M. COHN**, 328 W. 51st St., N. Y.

**"IN** her **POST-INTELLIGENCER** Seattle has one of the four great papers of the Pacific Coast."—*Harper's Weekly*.

**CLASSIFIED** advertisements will be accepted (without display) for the Year Book issue of **PRINTERS' INK** (November 28) at 25 cents a line. Book of about 600 pages. First edition guaranteed 25,000 copies.

**WE** issue a circular about our small clock, which we are glad to send to any one. The cut, however, does not illustrate the clock well. We prefer to send a clock, when parties are interested, as first impressions are valuable. We can't send sample for less than 75 cents, which, by the way, is pretty low for a time-piece. **H. D. PHELPS**, Ansonia, Conn.

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#### SUPPLIES.

**VAN BIEREN'S** Printers' Rollers.

**VICK'S MAGAZINE** supplies customers.

**VICK'S MAGAZINE** supplies customers.

**VICK'S MAGAZINE** supplies customers.

**VICK'S MAGAZINE** supplies customers.

**ZINC** for etching. **BRUCE & COOK**, 190 Water St., New York.

**ENVELOPES**, printed, 100,000 @ \$4; 50,000 @ \$8. Write **GAZETTE**, Newark, N. Y.

**ADVERTISING** supplies business when nothing else will. Try **ST. NICHOLAS**.

**NEW ERA** job press; Gordon movement; cylinder distr. **J. M. JONES & CO.**, Palmyra, N. Y.

**PLAIN** printing neatly done; 50,000 32s circular, \$10; 10s, \$16; **WALTER MAYER**, Montfort, Wis.

**THIS PAPER** is printed with ink manufactured by the **W. D. WILSON PRINTING INK CO.**, Ltd., 10 Spruce St., New York. Special prices to cash buyers.

**CIRCULAR** letters reproduced and addresses inserted \$7.50 per M. Experts can scarcely tell it from genuine typewriting. **G. F. VAN WYE**, Masonic Temple, Chicago.

**PAPER DEALERS**—**M. Plummer & Co.**, 45 Beekman St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of **Printers' Ink**.

**IF** you don't use personally addressed letters for booming your business, you are not up-to-date. Send for specimens and prices. **ALBERT B. KING**, 87 William St., N. Y.

**CLASSIFIED** advertisements will be accepted (without display) for the Year Book issue of **PRINTERS' INK** (November 28) at 25 cents a line. Book of about 600 pages. First edition guaranteed 25,000 copies.

**50 CENTS** pays for a good revolving rubber dating stamp. Prints all the months, years from 1894 to 1899, figures 0 to 99. "Rec'd," "Ans'd," "Paid," "Ac'd," "Ent'd." **D. T. MALLETT**, 78 Reade St., N. Y.

**IMAGINE** an original cut on page one of a four-page 3x5 folder; imagine the two inner pages filled with catchy wording. Would they help some? We will get you up 1,000 on heavy bond paper, white or tinted, for \$10; will print in two colors for \$12.50; larger lots better prices. **LONDON PRINTING CO.**, Columbus, O.

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## CIRCULARS.

**PRINTING** to-day for a fruit jobber, water motor, cutlery, bilious cure, perfumery and a "dealer in everything." These folks like our goods, methods and prices. We will print you 100,000 4x9 circulars, white or colored, for \$25, or 5,000 for \$15. **LONDON PTG. CO.,** Columbus, O.

**LAST announcement!** Advertisements intended for Printers' Ink Year Book must reach the office before November 31st or they will be too late. They will be too late even then for any choice position, but may be in time for a first-rate position if sent *this very day*. First edition of Year Book guaranteed 25,000 copies. Address (with copy) **PRINTERS' INK, 10 Spruce St., N. Y.**

## STREET CAR ADVERTISING.

**JOHNSON'S** figures are never beaten.

**A. J. JOHNSON, 261 Broadway, New York City.**

**WRITE TO FERREE, First National Bank Bldg., Hoboken, N. J.**

**FOR Street Car Advertising, everywhere, GEO. W. LEWIS CO., Girard Bldg., Phil'a, Pa.**

**BIG** inducements for advertising on the elevated railways New York, Brooklyn and street cars everywhere. Rates and original sketches free. **JOHN BROS., Temple Court, N. Y.**

**CLASSIFIED** advertisements will be accepted (without display) for the Year Book issue of **PRINTERS' INK (November 25)** at 25 cents a line. Book of about 600 pages. First edition guaranteed 25,000 copies.

**LAST announcement!** Advertisements intended for Printers' Ink Year Book must reach the office before November 31st or they will be too late. They will be too late even then for any choice position, but may be in time for a first-rate position if sent *this very day*. First edition of Year Book guaranteed 25,000 copies. Address (with copy) **PRINTERS' INK, 10 Spruce St., N. Y.**

## BILLPOSTING AND DISTRIBUTING.

**VICK'S 200,000** beats billposting, coz it's permanent.

**VICK'S 200,000** beats billposting, coz it's permanent.

**VICK'S 200,000** beats billposting, coz it's permanent.

**VICK'S 200,000** beats billposting, coz it's permanent.

**R. H. JOHNSTON, advertising distributor. 1531 Franklin Ave., St. Louis, Mo.**

**P. PRINTZ, distributor of advertising matter. 730 9th St., N. E., Washington, D. C.**

**A TRIAL** will convince you that advertising matter distributed by us pays. Write us. **JOHNSTONE BROS., Box 599, Meriden, Conn.**

**CLASSIFIED** advertisements will be accepted (without display) for the Year Book issue of **PRINTERS' INK (November 25)** at 25 cents a line. Book of about 600 pages. First edition guaranteed 25,000 copies.

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## ILLUSTRATORS AND ILLUSTRATIONS.

**ST. NICHOLAS.**

**SOLID TYPE** talks in **GOOD HOUSEKEEPING**. Illustrated ads show excellent.

**SOLID TYPE** talks in **GOOD HOUSEKEEPING**. Illustrated ads show excellent.

**WOOD ENGRAVING.** Best work only. **H. SENIOR & CO., 10 Spruce St., N. Y.**

**ILLUSTRATED** features for newspapers and advts. **HARPER ILLUSTRATING SYN., Columbus, O.**

**DRAWINGS** and designs for advertising and illustrations. **E. LUTZ, 7 Warren St., N. Y.**

**HANDSOME** illustrations and initials for magazines, weeklies and general printing, 5c. per inch. Sample pages of cuts free. **AMERICAN ILLUSTRATING CO., Newark, N. J.**

**CLASSIFIED** advertisements will be accepted (without display) for the Year Book issue of **PRINTERS' INK (November 25)** at 25 cents a line. Book of about 600 pages. First edition guaranteed 25,000 copies.

**If** you'll tell us what you sell we'll tell you how to sell it—provided you're a retail merchant who does, or wants to, get customers by advertising in the local papers. **HARPER ILLUSTRATING SYNDICATE, Columbus, O.**

**PROGRESSIVE** merchants, we have the finest illustrated scheme for local advertising yet devised for large retail trade. If you will take the trouble to write us we will prove it to your satisfaction. **GRIFFITH, AXTELL & CODY CO., Holyoke, Mass.**

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**FOR NEWSPAPERS**—We issue weekly services for newspapers, embracing portraits of prominent people, news cartoons, fashions, jokes, feature illustrations, initial letters, etc. We make a specialty of local illustrations to order. We can give you more and better illustrations, general and local, for less money than an artist on your staff. Write us. **HARPER ILLUSTRATING SYNDICATE, Columbus, O.**

**HOLIDAY ILLUSTRATIONS** for newspapers and advertisers. Now ready proofs of our 1894 line of holiday borders, cartoons, advertising cuts and features for newspapers and advertisers. All new, original, novel and unique. Copyrighted, and each sold but to one firm in a given territory. If you want to get out an attractive holiday number of a paper, or if you do any holiday advertising, this line of illustrations will interest you. Send for proofs at once; first orders get them. **HARPER ILLUSTRATING SYNDICATE, Columbus, Ohio.**

## ADVERTISING AGENCIES.

**A**LL take ads for **VICK'S**.

**A**LL take ads for **VICK'S**.

**A**LL take ads for **VICK'S**.

**A**LL take ads for **VICK'S**.

**A**LL indorse **ST. NICHOLAS**.

**A**GENCIES know **GOOD HOUSEKEEPING**.

**A**GENCIES know **GOOD HOUSEKEEPING**.

**A**D-SMITH, Loan & Trust Building, Washington, Equitable Building, Baltimore.

**STANLEY DAY, New Market, N. J. ADVERTISER'S GUIDE, Etc. a year. Sample mailed free.**

**100 LEADING** dailies, circ. 8,000,000; 99 rate. **FLETCHER ADV. AGENCY, Cleveland, O.**

**CLASSIFIED advertisements will be accepted** (without display) for the Year Book issue of **PRINTERS' INK** (November 28) at 25 cents a line. Book of about 600 pages. First edition guaranteed 25,000 copies.

**LAST announcement!** Advertisements intended for **Printers' Ink** Year Book must reach the office before November 21st or they will be too late. They will be too late even then for any choice position, but may be in time for a first-rate position if sent this very day. First edition of Year Book guaranteed 25,000 copies. Address (with copy) **PRINTERS' INK**, 10 Spruce St., N. Y.

It isn't a matter of chance that Dodd's Agency of Boston has kept its old clients for 25 years, and gained new ones all the time. That's because this agency has been fair and square on all sides; has given faithful and judicious service, and by its good standing with publishers has kept always in a position to buy for its clients the best "bargains" in the advertising market.

#### ADVERTISEMENT CONSTRUCTORS.

**BRETT. Ads.**

**ST. NICHOLAS.**

**JIM LONG FIXES YOU.**

**JED SCARBORO**, Box 63, Station W, Brooklyn, New York.

**VICK'S MAGAZINE'S** own artist will make special designs for advertisers.

**VICK'S MAGAZINE'S** own artist will make special designs for advertisers.

**VICK'S MAGAZINE'S** own artist will make special designs for advertisers.

**VICK'S MAGAZINE'S** own artist will make special designs for advertisers.

**D SMITH**, Loan & Trust Building, Washington, Equitable Building, Baltimore.

**DONE** voting! Now to business! **ORIGINAL IDEAS CO.**, 1008 Ward St., Philadelphia.

**BUSINESS literature**—Interested? I assume all details of writing and printing. **CLIFTON WADY**, Somerville (Boston), Mass.

**A WOMAN'S** right to write has never been questioned. I write advertisements. **MRS. G. F. HUNT**, 43 Richardson St., Newton, Mass.

**CONCISE** suggestions, in advertising, 60c. each. No. 7 now ready. They are brief, and that's why busy men need them. **W. W. ORMSBEE, JR.**, Geneva, Illinois.

**WE** have turned out more ads and better ones than any other house in the business. **WM. JOHNSTON**, Manager **Printers' Ink** Press, 10 Spruce St., New York.

**ADS** that jingle and sense commingle, are better for rhyme every time. Advertising written in rhymed verse. **E. L. SMITH**, Codman Building, Boston, Mass.

**DRAWINGS THAT DRAW.** The kind that "stand out." I make 'em. Samples for a stamp. **E. L. WILLIAMS**, 152 Loan and Trust Bldg., Washington, D. C.

**"TOUGH"** subjects, chemistry, patents, medicine ad written clearly. Practical experience in the first two, success in writing ads in the last. **R. L. CURRAN**, Box 2206, N. Y.

**1895 SOON** alive! Brilliant will be the boom of the bright and brainy business man who writes to Ray to build him an ad to begin the year with. **E. G. RAY**, Box 394, Wash., D. C.

**CLASSIFIED** advertisements will be accepted (without display) for the Year Book issue of **PRINTERS' INK** (November 28) at 25 cents a line. Book of about 600 pages. First edition guaranteed 25,000 copies.

**ADVERTISEMENTS** often hold conversations. I'll fix you. Why? Send 50 cts for 25 of my originals, and descriptive matter. You'll listen. **JIM LONG** (Word-Elector), 634 B St., S.W., Washington, D. C. P.S.—You need no ad-writer with these.

**BUSINESS** dragging! Needs a tonic! Want a remedy? Two or three salient pointers from you, together with a stamp, will merit a little good advice from me. **F. MCC. SMITH**, Loan & Trust Bldg., Washington; Equitable Bldg., Baltimore.

**BRING** them together—my brains and your business; have handles all lines from corsets to coffins; what I say inspires confidence; what I do brings results; can't I buttonhole the buying public in your behalf? Small ads \$1; larger ones more. **GEO. A. BERRY**, 919 Locust St., St. Louis.

**ADVERTISING FOR RETAILERS**—44 pages 25 cents—Contains the best I have been able to learn in an experience of ten years in advertising. If you read it and tell me that you did not get ten dollars' worth of good out of it, I'll send your quarter back and you may throw the book away. **CHARLES AUSTIN BATES**, Vanderbilt Bldg., N. Y.

**VERBAL** verdancy, verdant verbiage—or something of the sort—bother business men who try to write funny ads. I think twice before I let lively phrases slip into an ad. Otherwise they only rebound and hurt a reputation. Don't throw careless boomerangs at the public and bump your own head. Hire a safe boomer. **R. L. CURRAN**, Box 2206, New York City.

**JED SCARBORO** has been winning another prize. This time it was one of the series offered by Geo. Benz & Co., of St. Paul, for the best ads for Uncle Sam's Monogram Whiskey. The last prize won by Mr. Scarboro was for a series of ads for a glassware house. So it may be safely said that he is "up on everything" from bottles to the contents thereof. *—Drains, Oct. 27.*

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**EXPERIENCE** and practice are as necessary in building a good ad as in building a house. I've been writing ads for the past seven years. I've had a whole lot of general experience; I have traveled with a sample grip and incidentally studied human nature; I can and do write good ads; I charge more than some, but there's a logical reason for this. **W. W. BRETT**, 281 Broadway, N. Y.

**MEDICAL ADS**—It takes more skill and study, more thought, more time, more knowledge and more concentration to write medical advertisements than to write any other kind. Anybody can write a medical advertisement. Anybody can run a hotel, or paint a picture, or build a house, but there's a difference. I know something of medicine and something of advertising. I charge \$10 each for medical advertisements—\$50 for a series of six. You can get them done for \$1 apiece if you want dollar ads. "I want your important work." **CHARLES AUSTIN BATES**, Vanderbilt Bldg., N. Y.

**I DIDN'T** know there were so many grocers needing my ads. My mail shows I'm a "long felt want." Glad of it. Send on your orders. Until you can see and appreciate the results of my work, I will write six grocery ads (my specialty) for retail trade at \$5 per half dozen, check with order. Any ad not satisfactory I'll re-write or refund. I've been at it 5 years and have the 17 years a salesman and buyer to bank on. The little "reasons why" are what bring the housekeeper to your store. I can tell those reasons in pure old Anglo-Saxon. **GEORGE L. MITCHELL**, 14 North Fifth St., Philadelphia.

**THE** best way to do is to order a series of ads. A single advertisement simply acts as the opening wedge. It must be followed up intelligently to bring good results. I am willing to write a series of from five to ten for any reputable merchant, and submit them for approval before any money changes hands. Please notice that this offer is to reputable dealers only. I am willing to quote pretty low rates in cases where plenty of data is sent. I shall be very glad to correspond with business folks who can appreciate good work when they see it. **BERT H. MORSE**, Box 383, Brooklyn. Please furnish first-rate illustrated ads for a little less than unillustrated ones.

**N**EAT, sensible ads made; moderate prices.  
R. L. CURRAN, P. O. Box 2206, N. Y. City.

**A**RE you an advertiser of clothing, carpets, curtains, dry goods, drugs, flours, furniture, groceries, furnishings, hardware, hats, jewelry, musical instruments, optical goods, paints, real estate, shoes, stationery, wall paper or any other line? Even if such advertising pays you now, wouldn't you like to have it pay you better? Let us show you how we can help you. HARPER ILLUSTRATING SYNDICATES, Columbus, O.

**T**HE OUTFIT of 13 ads and 13 outline cuts that I will send for \$30 will take the bother of copy writing off your mind for 3 months (if you change once a week). The cuts are light, neat and well drawn. They will show up well in any paper. The ads are "the kind that sell goods." I have had actual store experience with goods and advertising in a 41-department store. I know from experience what sort of ads will sell goods. I have, I suppose, 500 letters from those who have been benefited by my ads and my ideas on retail advertising. The offer of 13 ads and 13 cuts for \$30 is for retail lines only and I reserve the right to decline any order. The orders I do take shall be filled so that they will be duplicated. Your second order is as good as your first—I want both. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y. "Ads that Sell Goods."

**A** CLIENT recently wrote to say: "Matter for a catalogue came duly to hand. Your suggestions and the matter you have prepared are very satisfactory. We like the general make up very much. As to the plates and drawings for the cover we will leave the matter wholly to you. Use your own taste." Subsequently the same concern said: "We have received the four advertisements. We are much pleased with them, and have no suggestions to make." Another firm says: "The matter suits us exactly. We think it ought to sell our machines. The arrangement and style of the dummy also please us. It is all right—fine. This ought to make a very attractive piece of printing, and we know you can make it so if you will give it your personal attention." I compile, write, arrange, illustrate and print catalogues and booklets. I have every facility for doing it as it should be done. I have in my office the best business artist in America. My engraving is done at the best place I have been able to find. My printing is all done by Printers' Ink Press and The Lotus Press—there are no better printers than these. "I want your important work." CHARLES AUSTIN BATES, Vanderbilt Building, N. Y.

**O**NE of the best advertisers I know wrote under date of Oct. 13: "We were very glad to get the enclosures of the 13th and are very much pleased. We trust that the expense of this will induce us to give you quite a little of our work, for you certainly grasp very quickly and effectively the points we wish to make. It is very remarkable that we have so little criticism to make upon this series. They are very excellent. The drawing of the cuts is equally good." Again, on Oct. 17, the same man says: "In reference to bill, we do not wish to be small about it, but the price for the three—ads strikes us as being higher than for the twelve—ads, and the drawings are a little more than we judged they would be, but they are very satisfactory indeed, and we shall be able to use them in many places. If these two items seem to you as low as you can consistently make them, we shall not complain. Of course we desire to get this work done as cheaply as possible, but we appreciate quality as the first consideration." It does happen sometimes that one of my prices seems proportionately higher than another, but they are all based on the same price per day. Of the ads mentioned above three were charged at \$5 each and twelve at \$3 each. These ads were all for trade papers. The usual price for such ads is \$5 each, though sometimes I can write them for \$3 and sometimes I charge more than \$5. Those who advertise in trade papers are invited to write to me for prices on ads that will stick out of the mass. I can improve the average trade paper ad about 100 per cent. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y.

**W**M. KOHN, 2115 West Norris St., Philadelphia, Pa. Expert critic of advertisements; 17 years' experience; charges moderate. Write for particulars.

**A** BUDDING advertisement writer came to me the other day; wanted to know whether I thought he could write good ads; wanted to pay me five dollars for telling him; I didn't take the money, but I talked to him a bit. He writes pretty good, smooth English, which is a point in his favor, to be sure. I asked what he knew about advertising and what experience he had had. He said he had been a reporter and that he was a student of PRINTERS' INK. He had never had any actual experience either in advertising or in business. I told him that the ability to write was the very least important thing in the whole business, that what he needed most was knowledge and experience. I told him that more than half of my success in this line had come from an ability to pick out the salient, selling points in my client's wares. Deciding what points shall be made, helping in the decisions on space and media and methods—these are the things that make an advertisement writer valuable to his clients. These are the things that my young friend cannot do, and yet he is now a full-fledged "advertisement constructor." It is not surprising that he is willing to do work for much less than I will. All of my business life has been spent in ways that would best fit me for my present occupation. I have been on both sides of the advertising fence. I have been solicitor, editor and publisher of news and trade papers, and I have managed and placed the advertising of others. I know from actual experience what sort of an ad may be expected to "sell goods." I am not infallible. I make mistakes sometimes, but I would make more if I knew less. Some of the best and biggest advertisers in America are my clients. They are satisfied with my work. They think my prices are reasonable for the work I do—and yet my prices are higher than those of any other writer who advertises in PRINTERS' INK. I want the important work of good advertisers. If you consider your advertising of little account—if it doesn't matter how it is done, don't write to me—"there are others." If you want the best work of a trained man—if you want to feel that you have secured the best there is, let me hear from you, whether your business is big or little. CHARLES AUSTIN BATES, Vanderbilt Building, N. Y.

## NEWSPAPERS AND PERIODICALS.

Advertisements under this head, two lines or more without display, 25 cents a line. With display or black-faced type the price is 50 cents a line. Must be handed in one week in advance.

### ALABAMA.

**A**LABAMA papers are shy about exploiting their merits.

### ALASKA.

**N**O Alaska paper is big enough to advertise in PRINTERS' INK.

### ARIZONA.

**A**RIZONA papers are too modest to advertise here.

### CALIFORNIA.

**L**OS ANGELES TIMES—Southern California's great daily. Foremost advertising medium.

**L**AST announcement! Advertisements intended for Printers' Ink Year Book must reach the office before November 21st or they will be too late. They will be too late even then for any choice position, but may be in time for a first-rate position if sent this very day. First edition of Year Book guaranteed 25,000 copies. Address (with copy) PRINTERS' INK, 10 Spruce St., N. Y.



## ARKANSAS.

THE best paper in this State hesitates about asserting its excellence.

## CONNECTICUT.

WEEKLY **TIMES: Hartford, CONN.**

THE UNION, Bridgeport, Conn.  
Daily, 7,500. Weekly 3,500.  
Western Connecticut thoroughly covered by the TWO UNIONS.  
O. L. MOSES, New York Representative, 600 Vanderbilt Bldg. THE UNION PUBLISHING CO., Bridgeport, Conn.

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### THE TWO HERALDS.

WATERBURY SUNDAY HERALD.  
BRIDGEPORT SUNDAY HERALD.  
Every nook and corner in the Nutmeg State is covered by them. By special trains and by pony expresses these two papers are delivered Sunday morning all over Connecticut. Special editions are sent into Hartford, New Haven, Meriden, Danbury and Ansonia.  
Combined circulation, 20,000. 150,000 Readers.

### THE HARTFORD TIMES.

WILLIE O. BURN, Publisher.

RUFUS H. JACKSON, Bus. Manager.

Daily—12,500 circulation.

The great advertising medium for reaching the Nutmeg State.

Weekly—7,000 circulation.

PERRY LUKENS, JR., New York Representative,  
73 Tribune Building.

## COLORADO.

COLORADO papers want page advertisements and have no use for small, classified announcements.

## DELAWARE.

Is such a little State.

## DISTRICT OF COLUMBIA.

WANTS bigger space and display than can be had here.

## FLORIDA.

Is too far south to do much advertising.

## GEORGIA.

10,000 SWORN circ'n weekly. That is what LIVING ISSUES has. If you want to reach farmers of Ga. this is the medium. The JNO. BRATTON CO., 441 Equitable Bldg., Atlanta, Ga.

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## IDAHO.

ADVERTISING in PRINTERS' INK costs too much, unless one has something really worth saying.

## ILLINOIS.

INFLUENCED by its metropolitan city, Illinois is opposed to advertising in newspapers; but is strong on posters and circulars.

## INDIAN TERRITORY.

PAPERS are too modest to advertise.

## INDIANA.

THE COURIER, Indianapolis. The leading inter-State negro journal. Circulation, 3,500. CHAS. H. STEWART, pub. Write for rates.

"DON'T be woody," but enter a contract in the modernized NATIONAL PRESBYTERIAN, 75,000 proved; 60 cents a page line. Get in before the rates advance again. J. HENRY RIGOUR, Manager, 11 Abbe's Building, Indianapolis, Ind.

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## IOWA.

TRI-STATE MEDICAL JOURNAL of Keokuk is the only professional magazine in Iowa.

YOU can reach the people of Eastern and Northern Iowa, Northern Illinois and Southern Wisconsin by using the DAILY and WEEKLY TELEGRAPH, Dubuque, Iowa. It is the largest and best medium.

LAST announcement! Advertisements intended for Printers' Ink Year Book must reach the office before November 21st or they will be too late. They will be too late even then for any choice position, but may be in time for a first-rate position if sent this very day. First edition of Year Book guaranteed 25,000 copies. Address (with copy) PRINTERS' INK, 10 Spruce St., N. Y.

## LOUISIANA.

SO. N. PRESBYTERIAN, New Orleans, wkly cir. over Ala., Ark., Fla., La., Miss., Tenn., Tex.

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## MAINE.

5,000 MAIL buyers and agts. reached; 5c. a line. BUDGET, Box 12, Garland, Me.

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### BANGOR COMMERCIAL.

J. P. BASS & Co., Publishers, Bangor, Me.

Daily average, nearly 5,000 copies.

Weekly average, over 16,000 copies.

PERRY LUKENS, JR., New York Representative,  
73 Tribune Building.



## KENTUCKY.

**MEN** who own horses read **KENTUCKY STOCK FARM** every week. Lexington, Ky.

**AMERICAN BAPTIST**, Louisville. Est. 1879. Best adv. medium among colored people in South.

**SPECIAL OFFER**—Twenty inches for sale at \$5 per inch. Who takes the first inch! Send check with copy. 5,000 weekly. **THE LEDGER**, Murray, Ky.

**LAST announcement!** Advertisements intended for Printers' Ink Year Book must reach the office before November 31st or they will be too late. They will be too late even then for any choice position, but may be in time for a first-rate position if sent *this very day*. First edition of Year Book guaranteed 25,000 copies. Address (with copy) **PRINTERS' INK**, 10 Spruce St., N. Y.

## MARYLAND.

**DON'T** take much stock in advertising; but when it must be done wants more space.

## MASSACHUSETTS.

**WONDERFUL!**—Send 10c. to **FRANK HARRISON**, Boston, Mass., and see what you will get.

**FROM** 60 to 90 new advertisements appear every day in the **Brockton Daily ENTERPRISE**. Circulation exceeds 7,000.

**NEW BEDFORD** (Mass.) **JOURNAL**. Daily average over 4,000. Remember us when placing ads in Southeastern Massachusetts.

**LAST announcement!** Advertisements intended for Printers' Ink Year Book must reach the office before November 31st or they will be too late. They will be too late even then for any choice position, but may be in time for a first-rate position if sent *this very day*. First edition of Year Book guaranteed 25,000 copies. Address (with copy) **PRINTERS' INK**, 10 Spruce St., N. Y.

## MICHIGAN.

**DETROIT SUNS**, 118,000 weekly.

**DETROIT SUNS, ILLUSTRATED and SUNDAY**, circulation, 118,000, are profitable mediums.

**GRAND RAPIDS DEMOCRAT**, the leading paper in Michigan, outside Detroit. 13,000 daily.

**SAGINAW** evening and weekly **NEWS**. Largest circulation in the Saginaw Valley, Michigan.

**"In her POST-INTELLIGENCER** Seattle has one of the four great papers of the Pacific Coast."—*Harper's Weekly*.

**40,000** **PROVED CIRCULATION** for only 15c. a line. Sample copies and proof of circulation free. "ONCE A MONTH." **DETROIT, MICH.**

**DETROIT ILLUSTRATED SUN**, weekly, 94,000; **SUNDAY SUN**, 24,000. Adv. office, 517 Temple Court, New York City. Books and press-room always open to inspection of advertisers or their representatives.

**RESULTS**—Advertise where you will get paying returns. Advertisers are well pleased with the **ILLUSTRATED and SUNDAY SUNS**, Detroit, Mich. Advertising office, 517 Temple Court, New York City. Write for full particulars. Circulation, 118,000 weekly.

**LAST announcement!** Advertisements intended for Printers' Ink Year Book must reach the office before November 31st or they will be too late. They will be too late even then for any choice position, but may be in time for a first-rate position if sent *this very day*. First edition of Year Book guaranteed 25,000 copies. Address (with copy) **PRINTERS' INK**, 10 Spruce St., N. Y.

## MINNESOTA.

**LAST announcement!** Advertisements intended for Printers' Ink Year Book must reach the office before November 31st or they will be too late. They will be too late even then for any choice position, but may be in time for a first-rate position if sent *this very day*. First edition of Year Book guaranteed 25,000 copies. Address (with copy) **PRINTERS' INK**, 10 Spruce St., N. Y.

**MINNEAPOLIS TIDENDE** has the largest circulation of any Norwegian-Danish paper in Minnesota.

**The Housekeeper,** Minneapolis, Minn.  
Circulation, 122,000  
**Pays Advertisers.**

**DULUTH.**  
Population to-day, 75,000.  
The most prosperous city in the country.

**THE NEWS TRIBUNE**  
IN ITS ONLY MORNING NEWSPAPER.  
Published every day in the year. It is the leading and largest circulated newspaper at the head of the lakes.

**PERRY LUKERS, JR.**, Eastern Representative.  
73 Tribune Building, N. Y. City.

## MISSISSIPPI.

**I** LIKE the violet seeks seclusion.

## MISSOURI.

**HEROLD DES GLAUBENS**, St. Louis, Mo. Est. 1850. Circulation 35,000. Brings results.

**THE HOME CIRCLE**, St. Louis, Mo., is the best advertising medium in the West. 75,000 copies each month. 50c. per agate line. Established in 1880.

**LAST announcement!** Advertisements intended for Printers' Ink Year Book must reach the office before November 31st or they will be too late. They will be too late even then for any choice position, but may be in time for a first-rate position if sent *this very day*. First edition of Year Book guaranteed 25,000 copies. Address (with copy) **PRINTERS' INK**, 10 Spruce St., N. Y.

## MONTANA.

**A NAACONDA STANDARD**. Circulation three times greater than that of any other daily or Sunday paper in Montana: 10,000 copies daily.

**LAST announcement!** Advertisements intended for Printers' Ink Year Book must reach the office before November 31st or they will be too late. They will be too late even then for any choice position, but may be in time for a first-rate position if sent *this very day*. First edition of Year Book guaranteed 25,000 copies. Address (with copy) **PRINTERS' INK**, 10 Spruce St., N. Y.

## NEVADA.

**THE WEEKLY COURIER**, Genoa. Six pages. All home print. Lead in Nevada.

**LAST announcement!** Advertisements intended for Printers' Ink Year Book must reach the office before November 31st or they will be too late. They will be too late even then for any choice position, but may be in time for a first-rate position if sent *this very day*. First edition of Year Book guaranteed 25,000 copies. Address (with copy) **PRINTERS' INK**, 10 Spruce St., N. Y.

## NEW HAMPSHIRE.

**ADVERTISES** for summer boarders only, and they are not in season now.

## NEW JERSEY.

**LAST announcement!** Advertisements intended for Printers' Ink Year Book must reach the office before November 31st or they will be too late. They will be too late even then for any choice position, but may be in time for a first-rate position if sent *this very day*. First edition of Year Book guaranteed 25,000 copies. Address (with copy) **PRINTERS' INK**, 10 Spruce St., N. Y.

## THE EVENING JOURNAL,

**JERSEY CITY'S**  
**FAVORITE FAMILY PAPER.**  
Circulation, - - - - 15,500.

Advertisers find IT PAYS!

## NEW MEXICO.

**T**OO dry to advertise much.

## NEW YORK.

**S**T. NICHOLAS.

**T**HREE trial lines \$50. in Watertown (N. Y.)  
HERALD—30,000 readers.

**V**ICK'S 200,000.  
East of Rockies, 124,519. Fact.

**V**ICK'S 200,000.  
East of Rockies, 124,519. Fact.

**V**ICK'S 200,000.  
East of Rockies, 124,519. Fact.

**V**ICK'S 200,000.  
East of Rockies, 124,519. Fact.

**F**OR any good business it will pay to use **THE CHRISTIAN ADVOCATE**, New York City.

**T**HE NATIONAL PROVISIONER, organ of the meat & provision industries, 284 Pearl St., N.Y.

**T**HE LADIES' WORLD  
Circulation Map

Will interest you.  
**S. H. MOORE & CO.**, Publishers,  
New York, will send it, together  
with an estimate on your advertisement.  
**RATE LOW! CIRCULATION LARGE!**

**F. M. LUPTON'S** popular periodicals, **THE PEOPLE'S HOME JOURNAL** and **THE ILLUSTRATED HOME GUEST**. Sworn circulation, 500,000 copies each issue. Advertising rates, \$2.00 per square line, less time and space discounts. For sample copies and further particulars address **F. M. LUPTON**, publisher, 106 & 108 Reade St., N. Y.

**L**AST announcement! Advertisements intended for **Printers' Ink Year Book** must reach the office before November 21st or they will be too late. They will be too late even then for any choice position, but may be in time for a first-rate position if sent this very day. First edition of Year Book guaranteed 25,000 copies. Address (with copy) **PRINTERS' INK**, 10 Spruce St., N. Y.

## THE HOUSEWIFE,

81 Warren St., N. Y.

Circulation 75,000 Copies Monthly.

Send for New Advertising Rates.

Ask for Special Rates for Advertising in

## Texas Siftings

BEFORE THE ADVANCE.

ALL AGENCIES.

**REDUCED TO 10c.**

## GODEYS

BIG INCREASE OF CIRCULATION.

Present Rates, 75c. per line.

Send for rate card giving discounts.

**THE GODEY COMPANY, NEW YORK.**

The Leading Illustrated Paper of  
America is

## LESLIE'S WEEKLY.

Every Live Advertiser recognizes  
this fact and acts accordingly.

Send for Rates and Copies.

**WILLIAM L. MILLER**, Advertising Manager,  
119 Fifth Ave., New York,

**P**UT your ad in the **FREEPORT NEWS**. A first-class weekly family paper: \$5c. in 2 ins., six weeks, \$2; 5 ins., ten weeks, \$5; cash with order. Very low rates on yearly contracts. **E. RITCHIE**, Publisher, Box 145, Freeport, N. Y.

**Thousands of New Subscribers Gained.**

**THE**

## Daily Press &amp; Knickerbocker

**REDUCED**

**From 12 to SIX CENTS Per Week.**

**ONE CENT PER COPY.**

## DAILY AND SUNDAY PRESS,

**Ten Cents Per Week.**

**THE PRESS** goes into more homes than all the other Albany papers combined.

## NORTH CAROLINA.

**P**REFERS local patronage, which pays better.

## NORTH DAKOTA.

**T**OO cold to advertise in the winter.

## OHIO.

**T**HE NEWS is the only Sunday paper in Zanesville. Try it.

**L**ARGEST circ'n of any Prohibition paper in nation: **BEACON AND NEW ERA**, Springfield, O.

**D**AYTON MORNING TIMES and EVENING NEWS. Combined circulation 14,000 daily.

**Y**OUNGSTOWN VINDICATOR, 7,800 daily, 5,300 weekly. Leading newspaper in Eastern Ohio.

**T**HE TRI-STATE GROCER visits the grocers and produce merchants of Ohio, Ind. and Mich. weekly. If you are not in it, it will pay you to write to **TRI-STATE GROCER CO.**, Toledo, O.

**L**AST announcement! Advertisements intended for **Printers' Ink Year Book** must reach the office before November 21st or they will be too late. They will be too late even then for any choice position, but may be in time for a first-rate position if sent this very day. First edition of Year Book guaranteed 25,000 copies. Address (with copy) **PRINTERS' INK**, 10 Spruce St., N. Y.

## OKLAHOMA.

**T**HE GUTHRIE DAILY LEADER, the leading morning paper in the Territory, accepts advertising with the distinct and positive guarantee that it has double the paid circulation of any newspaper published in Oklahoma. **F. B. Lucas**, Adv. Mgr.

**L**AST announcement! Advertisements intended for **Printers' Ink Year Book** must reach the office before November 21st or they will be too late. They will be too late even then for any choice position, but may be in time for a first-rate position if sent this very day. First edition of Year Book guaranteed 25,000 copies. Address (with copy) **PRINTERS' INK**, 10 Spruce St., N. Y.

## OREGON.

**W**ANTS more space—or none.

## UTAH.

**W**ANTS more space or none at all.

## PENNSYLVANIA.

**SCRANTON** (Pa.) **REPUBLICAN** has the largest circulation of any Scranton paper.

**EDUCATIONAL INDEPENDENT**, school w'kly. **EDINBORO PUB. CO.**, Edinboro, Pa.

**CIRCULATION CLAIMS** are useless when they are not proved. The American Newspaper Directory guarantees the rating given the **CHRISTIAN TIMES**. Thirty thousand local readers in the best section of Pennsylvania. Address **WALLACE & SPROUL**, Chester, Pa.

**DAILY INTELLIGENCER**—est. 1888.  
**WEEKLY INTELLIGENCER**—est. 1884.  
Doylestown, Pennsylvania.

Have always been exclusively home print papers, with larger circulation than any competitors. Best mediums for advertising in Bucks County.

**LAST announcement!** Advertisements intended for Printers' Ink Year Book must reach the office before November 21st or they will be too late. They will be too late even then for any choice position, but may be in time for a first-rate position if sent *this very day*. First edition of Year Book guaranteed 23,000 copies. Address (with copy) **PRINTERS' INK**, 10 Spruce St., N. Y.

## RHODE ISLAND.

**HOME GUARD**, Providence, R. I.; circulation 50,000; paid up subscription list.

**LAST announcement!** Advertisements intended for Printers' Ink Year Book must reach the office before November 21st or they will be too late. They will be too late even then for any choice position, but may be in time for a first-rate position if sent *this very day*. First edition of Year Book guaranteed 23,000 copies. Address (with copy) **PRINTERS' INK**, 10 Spruce St., N. Y.

## SOUTH CAROLINA.

**THE STATE**, Columbia, S. C., prints and sells more papers by five thousand copies a week than the two other Columbia dailies combined.

**LAST announcement!** Advertisements intended for Printers' Ink Year Book must reach the office before November 21st or they will be too late. They will be too late even then for any choice position, but may be in time for a first-rate position if sent *this very day*. First edition of Year Book guaranteed 23,000 copies. Address (with copy) **PRINTERS' INK**, 10 Spruce St., N. Y.

## SOUTH DAKOTA.

**NOTHING** to advertise.

## TENNESSEE.

**MODEST** merit seeks seclusion.

## TEXAS.

**TEXAS GROCERS' REVIEW**, Fort Worth. Texas; read by 2,000 Texas and Indian Territory grocers and general merchants; official organ Retail Grocers' Association of Texas; only publication of kind in Southwest, which section is in most prosperous condition; have given results to present patrons.

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## THE POST: Houston, TEXAS.

Has a **LARGER REGULAR ISSUE** THAN ANY DAILY IN TEXAS, and is so guaranteed by Rowell's 1894 Directory under a forfeit of \$100. S. C. BECKWITH, Sole Agent Foreign Advertising, New York and Chicago.

## VERMONT.

**THE** grazing season is over and the sugar season has not begun.

## WASHINGTON.

**P-I**

**SEATTLE P-I**

**SEATTLE TELEGRAPH**

**SEATTLE POST-INTELLIGENCER**

**SEATTLE TELEGRAPH**, the leading Democratic daily north of San Francisco.

**THE TYPOGRAPHICAL REVIEW** reaches all printers in Oregon, Wash'n and British Columbia. Want to reach them? Box 1117, Seattle.

**SEATTLE POST-INTELLIGENCER** guarantees advertisers double the circulation of any other paper in the State of Washington. Eastern office, 93-94 Times Bldg. C. A. HUGHES, Mgr. A. FRANK RICHARDSON, Special Agent, Tribune Bldg.

**LAST announcement!** Advertisements intended for Printers' Ink Year Book must reach the office before November 21st or they will be too late. They will be too late even then for any choice position, but may be in time for a first-rate position if sent *this very day*. First edition of Year Book guaranteed 23,000 copies. Address (with copy) **PRINTERS' INK**, 10 Spruce St., N. Y.

## THE SPOKANE SPOKESMAN-REVIEW

Only morning paper. Consolidation **SPOKESMAN** and **REVIEW**. Exclusive control morning field. No competitor within 500 miles. Population Spokane, 1881, 500; 1894, 35,000. The past and present history of Spokane has been marvelous; its future will be the wonder of Western civilization. The **REVIEW** is the recognized exponent of all the best interests of Spokane and the vast country tributary to it.

## WEST VIRGINIA.

**NO** occasion to advertise since the passage of the Wilson Bill.

## WISCONSIN.

**5,557** COPIES average for the past six mos. in 1894. **EXCELSIOR**, Milwaukee.

**WISCONSIN AGRICULTURIST**, Racine, Wis. Largest circulation of any English paper in Wisconsin.

**BEST** results of German advertising obtained through the papers of the **GERMANIA PUBLISHING COMPANY**, Milwaukee, Wis. Circulation national and unrivaled.

**LAST announcement!** Advertisements intended for Printers' Ink Year Book must reach the office before November 21st or they will be too late. They will be too late even then for any choice position, but may be in time for a first-rate position if sent *this very day*. First edition of Year Book guaranteed 23,000 copies. Address (with copy) **PRINTERS' INK**, 10 Spruce St., N. Y.

## WYOMING.

**THE** ladies will not allow its newspapers to use **PRINTERS' INK**.

## SO. &amp; CEN. AMERICA.

**WANTS** reciprocity—not advertising.

**PANAMA STAR & HERALD**. Most important journal in Spanish America.

**LAST announcement!** Advertisements intended for Printers' Ink Year Book must reach the office before November 21st or they will be too late. They will be too late even then for any choice position, but may be in time for a first-rate position if sent *this very day*. First edition of Year Book guaranteed 23,000 copies. Address (with copy) **PRINTERS' INK**, 10 Spruce St., N. Y.

# SIX



**A**N advertisement contracted for to appear in PRINTERS' INK for the year 1895 will be inserted **FREE** in all remaining issues of 1894 and in PRINTERS' INK YEAR BOOK. After the new year begins bills will be rendered monthly.

ADVERTISEMENTS intended for Printers' Ink Year Book must reach the office before November 21st or they will be too late. They will be too late even then for any choice position, but may be in time for a first-rate position if sent *this very day*. First edition of Year Book guaranteed 25,000 copies.

ADDRESS

**PRINTERS' INK, 10 Spruce St., New York.**

Nov. 14, 1894.



# On the Last Half of the Season.

**Printers' Ink** still offers inducements for yearly orders, covering the year 1895.

Since issuing its first proposals in August **PRINTERS' INK** has been favored with yearly orders amounting to \$40,681. See opposite page.



- On Monday, October 29th, the St. Paul, Minn., *Globe* sent an order for 1895 for a full page, amounting to..... **\$5,200.00**
  - On Tuesday, October 30th, Mr. F. McC. Smith, an ad-smith of Washington, D. C., sent an order for 1895 for ten lines classified, amounting to..... **\$130.00**
  - On Wednesday, October 31st, R. L. Williams, of Washington, D. C., sent an order for 1895 for four lines classified, amounting to... **\$52.00**
- In consideration of these orders the advertisers came in for eight free insertions.



- On Saturday, October 27th, the New York Press sent an order for 1895 for one-half page every other week, preferred position, amounting to..... **\$1,625.00**
  - On Monday, October 29th, R. L. Curran, Box 2208, New York City, sent an order for 1895 for four lines classified, every other week, amounting to..... **\$26.00**
  - On Wednesday, November 7th, the Religious Press Association, of Philadelphia, Pa., sent an order for 1895 for one-half page, to appear every other week, amounting to..... **\$1,300.00**
- These orders secured four free insertions.



- On Monday, November 5th, the *News*, of Saginaw, Mich., sent an order for 1895 for three lines classified, amounting to..... **\$39.00**
  - On Monday, November 5th, Messrs. A. Leffingwell & Co., of 112 Dearborn Street, Chicago, Ill., sent an order for 1895 for five lines classified, amounting to..... **\$165.00**
  - On Wednesday, November 7th, Mr. Peter Printz, of 730 9th Street, N. E., Washington, D. C., sent an order for 1895 for two lines classified, amounting to..... **\$26.00**
- In consideration of these orders the advertisers came in for seven free insertions.



- On Monday, October 29th, the Cleveland, O., *World* sent an order for 1895 for a full page, first issue in each month, amounting to **\$1,200.00**
  - On Wednesday, November 7th, Mr. Fred H. Nichols, of Lynn, Mass., sent an order for 1895 for four lines classified, once a month, amounting to..... **\$12.00**
- These orders secured two free insertions.

Total orders. See opposite page, . . . . .	\$32,448.00
Orders sent in since, . . . . .	9,775.00
<b>Total, . . . . .</b>	<b>\$42,243.00</b>

Orders coming in now secure Six free insertions.

Address orders to **PRINTERS' INK, 10 Spruce St., New York.**

## PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL &amp; CO.,

EDITORS AND PUBLISHERS.

Issued every Wednesday. Subscription Price: Two Dollars a year. Five Cents a copy; Five Dollars a hundred. No back numbers.

Newspaper publishers who desire to subscribe for PRINTERS' INK for the benefit of their advertising patrons can obtain special terms on application.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$25, or a larger number at five dollars a hundred.

If any person who has not paid for it is receiving PRINTERS' INK, it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OFFICES: No. 10 SPRUCE STREET.

## CIRCULATION.

Average for last 13 weeks,	-	20,577 copies
Last issue,	-	21,600 "

NEW YORK, NOV. 14, 1894.

## WHAT PRINTERS' INK YEAR BOOK IS.

AND THE REASON WHY IT WILL BE VALUED BY ADVERTISERS.

It is a book of about 600 pages, about half the size of the American Newspaper Directory, but bound in paper covers. The size of the pages is the same as the pages of the Directory and of PRINTERS' INK. It will contain the names of all papers credited by the last issue of the Directory with circulating more than 1,000 copies regularly—about 4,000 papers in all. The lists of papers will be catalogued in long primer and will be arranged by States, and also by classes, in the order of their circulation ratings, so that an advertiser will note at a glance the papers having the highest ratings. Daily papers are catalogued first—all dailies in a State by themselves—then the weeklies are given by themselves; so also the monthlies and other sorts. All religious papers are catalogued in the order of their circulation ratings, largest circulations at the head. All agricultural papers are also arranged in the same way. All German papers are arranged by themselves, and so on through the nearly two hundred sorts of class papers indexed in the Directory. The separate State and class lists are all printed in long primer on right-hand pages and on the left-hand pages advertisements appear. In an advertisement every publisher has the privilege of telling his own

story in his own way. Every advertisement is irremovable, and faces a full page of reading matter and is backed by another full page of reading matter. The price of an advertisement,  $\frac{1}{4}$  page, is \$25;  $\frac{1}{2}$  page, \$50; one full page, \$100. If it is specified that the advertisement is to have a position opposite the catalogue of papers of its State or its class, the price is increased 25 per cent, and 50 per cent if it is promised a position opposite the name of the paper in the State or class catalogue. The Year Book will be sold to advertisers and others at \$1 a copy. The Year Book is, in fact, the regular issue of PRINTERS' INK for November 28th, and as PRINTERS' INK now has a subscription list of 21,600, and 1,400 copies of the Year Book are wanted to fill extra orders, the first edition will be 23 000 copies. No advertisements can be taken after November 21st. No advertisement can be guaranteed a special position after November 17th. So many special positions have been sold, and there being now no time for correspondence, it will be wiser not to insist upon a special position, but the best position obtainable will be given to each advertiser willing to pay the price. The whole edition will be in the hands of 21,600 subscribers to PRINTERS' INK on Wednesday, November 28th. This is the whole story of the Year Book. If it will pay a publisher to tell advertisers truly just what service his paper can render, then an advertisement in the Year Book offers the cheapest and best opportunity for doing so. Address, without loss of time, this very day, Printers' Ink Year Book, 10 Spruce street, New York.

Mr. S. S. ROGERS, of Chicago, is smart as a steel trap, and an awfully nice fellow, too. He is down on advertising, as all the Chicago daily newspaper men are; that is, all sorts of advertising except posters, circulars and painting on dead walls. They are not opposed to other advertising, *per se*, but being members of an association that exacts a penalty for each instance in which a brother member is caught paying for any ads except of the painting, poster or circular variety, they have to proceed with caution. It is all right to get any amount of free advertising, though; and our friend Rogers has taken of late to writing unconsciously long letters to PRINTERS' INK



and other papers read by advertisers and newspaper men. Paul's celebrated epistle, to which it is presumed he never received or expected an answer, is short compared to what Rogers can do in that line, and because PRINTERS' INK pruned down one of his communications to the essentials, he has brought influence to bear upon one of PRINTERS' INK's youngest babies, and the little fellow has responded like a little man, and not only printing the whole Chicago essay, but adds to it half a column of its own that is not very much more valuable than the Rogers production. It is more valuable, doubtless—but not much more.

ON the fourth of October, 1854, a month and ten days more than forty years ago, a young man named James H. Bates became associated with one Samuel M. Pettingill, who was then conducting an advertising agency in New York. Mr. Bates is still at the head of one of the best agencies in the country, and from first to last every bit of business intrusted to him has been managed with faithful care and notable judgment. Among his patrons have been, and still are, numbered a large proportion of America's most successful advertisers. That his labors have not been without a substantial reward is a satisfaction to every one who has ever known him well. Mr. Bates is a most charming, cultivated and scholarly man. Just what he has done to evade the impress of time is a mystery, for he is now, and always has been, one of the youngest of us all.

HAVE confidence in the article you advertise. If you believe it to be the best, don't be afraid to say so. Your very confidence will prejudice the buying public in your favor.

IF you advertise one article only in an advertisement make the name prominent. Many a person who would not read the entire announcement will see the displayed name and remember it.

IF, before commencing to write upon advertising, a certain amount of time were spent in reading what others have written upon the subject, there would be less likelihood of saying things which have already been said a hundred times over. Contributors to PRINTERS' INK will please note.

ALTHOUGH advertising pays, and pays well, yet not one advertisement in six brings back its cost to the advertiser. It is out of repeated failure that the greatest advertising successes are evolved.

PROFESSIONAL ethics prevent physicians and surgeons from coming out with plain advertisements, but do not prevent them from seeking advertising by means of the disguised and covered-up reading notice.

MANY of the magnificent new hotels in New York are not so well patronized as the older ones, for the reason, probably, that their existence is scarcely known to people who visit New York from other cities.

THE dealer who will not advertise because his father did not do so should remember that if every man had done as his father did before him humanity would all be wearing the picturesque fig leaf costume of Father Adam and be living on fruits.

THE habit of advertising in dull times to stir up business is slowly growing, but as yet is far behind the plan of advertising when trade is brisk. Good trade makes a merchant liberal with advertising; bad patronage makes him economical.

ALTHOUGH the New York dailies have a relatively larger general circulation on Sunday than on week-days, the volume of general advertising printed in their Sunday issues is comparatively small, while the patronage of the local advertisers is enormous.

AN article that is everlastingly advertised wins the confidence of the public. If it was a poor article the advertisement would have been withdrawn from the papers after a reasonable length of time, for you can fool the public once but not all the time.

As an advertisement shows up better when printed on a superior quality of paper, the quality of paper a journal is printed on can't fail to have a very important influence on its value as an advertising medium. Good paper, however, is dear, and extra good quality always suggests a small edition to the old and wary advertiser.

In advertising, the largest circulation does not always pay the best. What is desired is a medium that brings together the announcement of an article and the persons most likely to want it. In checking up advertisements, papers of limited circulation often beat those of larger issues in this respect.

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A NEW brewery in St. Paul inaugurates business by issuing thousands of engraved coupons, each one entitling the "bearer to one glass of Hamme Excelsior Beer if presented at any bar in town." A correspondent writes to PRINTERS' INK: "The *newspaper* men are all favorably impressed with the idea."

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IT seems to be an established fact that no Republican daily in the United States has now or ever has had so great a daily sale as is and has been, for a year or two past, enjoyed by the *New York Press*. To many persons this is as surprising as it is true, and the truth of the statement is not questioned by anybody.

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LETTERS or portions of letters are given publicity in PRINTERS' INK not to accommodate the writers, but because they are deemed of interest to PRINTERS' INK's readers. For this reason, when a two-page *billet doux* is received which contains only one or two paragraphs interesting to our readers, only one or two paragraphs are likely to be printed.

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VIEWS expressed upon methods of advertising may or may not contain wisdom, but the recommendations of one who personally believes in them are certain to be adopted by somebody. Those who are sincere always make their influence felt. Contributors who send short editorial paragraphs for these pages, make a mistake whenever they veer a hair's breadth from sincerity.

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THE Evansville (Ind.) Journal Company offer to pay \$50 to any person who will bring a sworn statement of the circulation of the *Evening Tribune* or *Morning Courier* of that city, and then proceeds to quote from PRINTERS' INK: "The fact that some publishers object to having the circulation of their papers known is an excellent reason why they should be made known."

AT this season of the year advertisements become news matter. In every household there are those who are looking for holiday bargains. The spirit of Christmas presentations broods over the land, and the eyes of kindness and forethought scan the merchants' columns with keener vision than that with which they read the unimportant city locals, the general telegraphic dispatches, or even fashion notes.

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THE choice of mediums is all-important. A certain journal may bring excellent returns for one advertiser and prove fruitless for another. Select the papers that are read by the class of people who use such goods as you have to sell. For instance, you wouldn't advertise a specialty intended solely for ladies' use in *Puck* or *Judge*. Not that ladies don't read these papers, but the proportion of those who do is so small that the return would not warrant the outlay.

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A CINCINNATI correspondent of PRINTERS' INK writes: "There can be no doubt that curiosity is a very important factor in advertising. For several years there has been a large furniture dealer's sign on one of our suburban hill-tops which can be seen for a great distance. I never heard any one refer to it, however, until it was partially burned, a few letters only being left. After that I was constantly interrogated as to what it was and who it belonged to. Recently the sign was repaired, and now no one appears to notice it."

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"THE day is not far distant when American magazines will print advertisements illustrated in colors," declares an advertiser who has been watching the progress of events. "The perfection attained by the color process people during the past year is my argument. Why not? It will help magazine advertising and not hurt the magazines." The air is full of color processes and rumors of color presses that will do work good enough for the magazines with speed and economy, while the colored publications like *Puck*, *Judge* and *Truth* are demonstrating the perfection this class of work is attaining.—ADDISON ARCHER.

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DURING the last few weeks the scissors editor of PRINTERS' INK has no-

ticed quite an increase of advertisements filling an entire newspaper page. Such advertisements are often composed of pretty poor stuff, but they do not fail to attract attention. Jordan, Marsh & Co., of Boston, however, not satisfied with a page, either because they had a lot to say or because they were ambitious to throw the shopping sex into a spasm of excitement, recently published in the *Herald* of that city a bargain sale announcement which monopolized two opposite pages. The effect was very poster-like and startling. We do not remember seeing the same thing attempted elsewhere.

A RECENT number of the St. Louis *Republic* contains two diagrams indicating the amount and the location of the carrier circulation of the *Republic* and *Globe-Democrat* within the boundaries of St. Louis and East St. Louis. These diagrams contain a number of dots, each representing ten papers taken out by carriers. The total number of dots in each diagram show that while the *Globe-Democrat* has 15,110 carrier subscribers in the territory covered by the diagrams, the *Republic* has 15,690. The *Republic* claims that diagrams similar to the others, covering the whole field of circulation of the two papers, would indicate the same relative superiority of circulation apparent in the city of St. Louis.

R. M. SCRANTON, business manager of the *Scranton Republican*, and junior partner of the firm of J. A. Scranton & Son, the owners of that paper, informs PRINTERS' INK that the *Republican*—the *Daily Republican*—is the "oldest in this part of the State, being now in its twenty-eighth year, and is the leading journal of its kind in Northeastern Pennsylvania." Mr. R. M. Scranton also makes oath to the statement that during the past sixteen months, ending with November 1, 1894, the actual number of complete copies of the *Daily Republican* printed and sold was never less than 10,500 copies. Speaking further of his paper Mr. Scranton also says: "We have never laid claim to what we didn't have."

#### ON "TURF" PAPERS.

By Oscar Herzberg.

The general advertiser, when he compiles his list for advertising, gen-

erally overlooks a class of publications that wield a very wide influence upon their readers. I refer to the weekly journals devoted to the interests of either the thoroughbred or the trotting horse, or to both, or to equine matters in general. It is a curious fact that there is not one publication in the United States or Canada devoted exclusively to the thoroughbred, or, as he is more popularly known, the running horse; to the interests of the trotter, and incidentally the runner, a number of journals are devoted. Of these I propose to speak.

In New York City the *Turf, Field and Farm* and the *Spirit of the Times and Sportsman* easily lead the publications of this character. Both claim a circulation exceeding twelve thousand five hundred, and are alike in general features. Each gives attention to every form of recreation, from the theater to the race track, with special reference to horse news. In the number of its reports of the trotting events, the *Turf, Field and Farm* is probably not excelled in the East. Both papers are fairly representative of the best of their class, and through them, I presume, it is possible to effectually influence the horseman and breeders of this section. The *American Horseman and Sportsman*, recently started in New York, claims a large circulation (20,000 copies). It is the phoenix that rose out of the ashes of some Western turf publication, whose subscription list formed the nucleus of its own. The paper gives every evidence of having come to stay. It is mechanically perfect, and prides itself upon being "iconoclastic," and breaking to pieces unworthy idols of popular devotion.

The *Rider and Driver* of New York can hardly be classed as a turf paper. It is the organ of those of the Four Hundred who own and delight in horseflesh for their own personal use and behoof, as well as of the fashionable riding schools. The circulation claimed is a number exceeding seven thousand five hundred copies. It is essentially the medium that an advertiser, wishing to reach a moneyed class, could use with profit.

The *California Turf and the Breeder and Sportsman*, the former claiming a circulation of twelve thousand five hundred and the latter a circulation of four thousand, divide the turf patronage of the Pacific coast between them. Both hail from San Francisco, and both

give special prominence to turf news of all kinds. While the circulation of the *Breeder and Sportsman* is comparatively small, it is universally acknowledged to be the most interesting paper of its class in the United States. The *California Turf* is a less pretentious and cheaper paper, and to this fact probably much of its greater circulation is due. For the advertiser who wants a good publication of this class in the West, the *Breeder and Sportsman* is probably unexcelled.

The *Live Stock Record*, of Lexington, Ky., claiming a circulation of eight hundred copies, is probably better known in proportion to its circulation than any publication in the United States. It is not devoted to live stock, as the name would lead one to imply, but devotes the major portion of its distinguished consideration to the interests of the thoroughbred horse. Its "fame" is probably due to the fact that it comes from the region and city that have been the genesis of racing in the United States. As an advertising medium it cannot be recommended; in a resume of turf papers it could hardly be omitted, and so it has been mentioned here.

The *Horseman*, of Chicago, claiming a circulation exceeding twenty thousand, is fairly representative of the middle country. This publication devotes itself exclusively to trotters, as do also *Dunton's Spirit of the Turf*, Chicago, and *Randall's Horse Register*, Indianapolis, each of which claims a circulation exceeding seven thousand five hundred copies. The Windy City has several other equine publications, but space, or rather the lack of it, does not allow me to dilate upon them.

In Canada the *Canadian Sportsman*, of Toronto, is the peer of turf journals, and the medium through which to reach the breeders of the Dominion, who represent among them many men of local prominence. The publication named is "wide-awake," and investments in its advertising space would probably "pay." Circulation, 2,000.

There are a number of other turf papers—but I have already exceeded my limit of space. The advertiser who wishes to advertise in this class of publications can easily inform himself upon them by using this article and the ratings in the Directory as a guide, as well as sending for a copy of each publication and examining it thoroughly.

## CIRCULARIZING THE GREATER NEW YORK.

By Addison Archer.

"How many circulars would it take to bill New York house to house?" I asked Alexander McAlaney, the general manager of the Reliable Distributing Company, 201 East 120th street, New York, and 860 Dean street, Brooklyn.

"I really cannot say," he replied. "We never had quite as large a job as that."

"Would it take a hundred thousand?"

"Oh, yes; more than that, sure."

"How much would it cost to distribute them?"

"Two dollars a thousand on an average, though the price depends on the size of the circulars and whether they have to be folded or not, or to be put into envelopes—ranging as high as four and five dollars a thousand."

"Cost about a dollar and a quarter to print them?"

"Hardly as little as that."

"Then the least price at which a man can print and circulate circulars in New York or Brooklyn would be three dollars a thousand, or three hundred dollars for a hundred thousand?"

"Yes; but probably nearly twice."

"Then to cover Brooklyn and New York with circulars would cost between \$800 and \$2,000 at the very least?"

"Yes, but we do it pretty thoroughly. You see I'm on to the ways of the bill distributors, and they can't cheat me. I used to be the advertising man of the Sagwa Indian Remedy Company, and learned my business thoroughly. Pay our men well and try to prevent their shoving our paper into ash barrels or leaving it under mats or behind doors."

"But they do elude you sometimes?"

"Of course. And then there are whole blocks of flats in New York City where the janitors are watching to prevent our men leaving the circulars in the boxes. We then go down one side of the street, skipping guarded flats till we return up the other side, when we skip over and slip the circulars into the boxes when the janitor is off his guard."

"How do you reach the people in hotels and boarding houses?"

"We can't do it."

## HOW TO ADVERTISE THE IMPLEMENT TRADE.

In all the time since I have been a pretty close student of PRINTERS' INK, there has not to my knowledge been either editorial or news treatment of advertising the implement trade.

Just why this is I do not know, for implement advertising has reached very respectable proportions, and ought to be given some consideration by the "Little Schoolmaster."

The mediums for such advertising should first be discussed, and from something of experience with them I can confidently assert that the trade journals are of far greater value than are farm papers, regardless of circulation, because, while the farm paper goes to the users of farm implements, the trade paper goes to the dealers from whom the users buy all their implements.

If I were about to conduct an advertising campaign for maker or jobber, my first move would be to select with care and attention to location, character and circulation, a list of "likely" implement trade papers, try to decide for myself whether the character of the papers would arouse interest in the class of readers among which I wished to advertise, and try to learn the extent and nature of the circulations of the mediums selected.

I would not make much distinction between the sample copy list and the paid list, except that the paid list is probably more stable in circulation, but in point of interest to the reader the paid-for paper is not more interesting than the paper that comes as a sample copy, to the implement dealer, anyway, for he expects, because of a deep-seated habit, to get the paper free, "as being in the business."

As I believe it is permitted in an article of this nature to express opinion of relative values of publications of same nature, I should select my mediums in the order named, and they would be *Farm Machinery*, St. Louis, *Farm Implement News*, Chicago, *The Implement Age*, Philadelphia, *Farm Implements*, Minneapolis, and *Easter's Implement World*, Chicago. Of the five papers named I should use the first three, with may be a "flyer" in the others to test results. The first two papers are weekly and the third is issued monthly.

The three papers would probably

aggregate 22,500 circulation, and I think effectually reach local implement dealers and agents. Having by these journals advertised the machinery direct to the dealers, I should as a reinforcement advertise in at least two farm papers covering the territory where I wished to sell implements. This advertising I would make of a general nature, with the view to simply keep the name of the makers constantly before the farmers, but in the implement papers I should advertise prominently what specialties I had. This much about the mediums.

Direct results from advertising of implements are the exception and not the rule, as many seem to think; therefore it is often hard to decide the value of any paper that may be used, but a careful record of all inquiries received should be kept and they should be tabulated and credited as near as possible to the papers that elicited them. Little or no attention is given to this important detail of advertising by many, I had nearly said almost all, farm implement advertisers, and as a result a good medium is sometimes condemned, and this always carries with it a benefit to the poor medium.

A. H. SHOEMAKER.

PORT HURON, Mich., Nov. 1, 1894.



OUR CHAUNCEY.

Before election and after.

### GENIUS AND KNOWLEDGE.

We are frequently told that the most successful advertisement writers are men who possess but a slight knowledge of composition, and who are incapable of expressing their ideas in anything but the most common-place language. That this is frequently the case I must unhesitatingly admit. During the brief period in which I have been engaged in the critical study of advertisements, it has been my experience to meet with a number of specimens which evidently, coming from pens unfamiliar with the simplest rules of composition, have impressed me with their power and originality.

That a man who is unfamiliar with the art of writing, and whose vocabulary is limited to a few of the commoner terms, should be able to express his ideas with clearness and force is seemingly paradoxical. But if we carefully inquire into the conditions which underlie these remarkable exhibitions of talent, we usually discover that they spring from a natural genius—an innate faculty of lucidly expressing images of thought.

A man possessing this faculty can, so long as this vocabulary will represent his ideas, write with force and perspicuity, but his range of action is limited to the field encompassed by his verbal knowledge. Outside of that field he cannot go; and necessarily within a short time begins to what we term "repeat himself," and his advertisements consequently become trite and impotent.

As a speechless child we think in impressions—the images created by the senses. When we learn to talk we translate those impressions into words, and afterward think in words. Therefore if our vocabulary is limited, our thoughts are limited, and as ideas are words, our ideas are limited. We can, like a child, think in impressions; but we cannot make phrases or sentences out of impressions, unless we translate them into words; and we can only translate them into words we know.

Consequently, in the case of an illiterate person who is endowed with strong natural talents, we have those talents concentrated in a narrow compass, and making, with the limited means at their disposal, a phenomenal display of mental energy. Consequently such a person will, for a time, express his stock of ideas in a forcible, compact

and original manner, but so soon as he has exhausted the list of logical verbal combinations which will picture his ideas he must necessarily repeat. He has reached the state of being "written out."

Like the precocious child, whose performances occasionally astonish the world, the illiterate genius flares up, dazzling for a moment with the brilliancy of his intellectual efforts, then quickly sinks into flickering insignificance. Had he the opportunity and incentive to expand his vocabulary he might last for years. For expressed thought breeds thought; and he who puts his ideas into writing finds that the possibilities of expatiation upon a subject like advertising are practically unlimited. THOS. FLEMING DAY.

### TOOK THE BABY WITH HER.

*By Lottie Germain.*

The competition among advertisers has become so brisk and enterprising that all sorts of expedients are resorted to by business men to attract attention and draw trade.

One of the most ingenious methods I ever heard of was that employed by a firm of "manufacturers' agents" on Twenty-third street, who did a large furniture business on the installment plan.

Their idea was to appeal directly to the feminine heart by having printed a very pretty booklet, with colored pictures, and a bit of verse describing the goods for sale. They would then put an advertisement in the papers for several good-looking, bright, cheerful-tempered women to deliver these booklets and make a pretty, pleasant little speech to the lady of the house at the same time.

These girls were paid the munificent salary of six dollars per week for this work, and, taking into consideration the fact that it only required six hours a day, it was not bad pay for those who did not mind the disagreeable features attached to such a position.

One of these women, whom I knew very well, was married and had two children, one only just able to walk and the other going to school.

She was very anxious to earn some money, for her husband as a wage-earner did not amount to much.

Being a comparative stranger in the city, she thought she would see no one who knew her, so she answered the



advertisement, got the position and started out.

She had to take the baby along, as she had no one to leave it with. In a black satin bag, hanging on her arm, she carried the booklets, enough for one trip.

Going up to a house she would ring the bell, and then stand holding fast to the baby's hand to gain courage until some one answered it. When the lady of the house appeared she would say:

"I have not come to sell anything or to beg for subscriptions, but if you ever want any furniture please call at our place, and we will give you some very good bargains and every attention in our power."

Then she would hand out a booklet and go away to the next house. In that way their immediate attention was caught and held, and discussion aroused, which would do more toward advertising the place than months of ordinary newspaper advertising.

In many cases she was invited in by a smiling hostess, who was curious to know more about her and the baby, and under the benign influence of a cup of tea or a hot muffin a history of her attempt to earn money in this way was asked for and given, and oftentimes a pretty toy or a picture book was given the baby, until as the time drew near for her to return home the baby's arms were full of toys. The memory of that firm's business and address would remain indelibly impressed on the minds of the ones who received a visit from her. In speaking about it afterwards the little woman often said: "I thought it was an awful *come down* to do such a thing, but instead of lowering myself to the position I raised it up to my standard, and made friends I have never lost."

The Belmont (Wis.) *Bee* keeps a file of PRINTERS' INK always accessible to its local advertisers, and modestly announces the important fact in these simple words:

Our advertisers may consult at this office, whenever convenient, PRINTERS' INK, the recognized weekly journal for advertisers in the United States and Canada.

WHEN a man stops advertising, people get an idea that his business is going down.—*Supply Journal*.

And when an editor stops crediting items clipped from PRINTERS' INK, people get an idea that his paper ought to go up.

## THE PRICE OF HUMOR.

It has been said by some observing critic that American humor of to-day consists principally of some inane person of any sex or condition asking some decently perplexing question of another less inane person and one or the other finally answering it with more or less satisfaction to both. While somewhat caustic there is much of the solid meat of wisdom in this remark, for no one who reads the comic papers at all carefully can fail to note that most of them are filled with what are technically known as "squibs," or conversation jokes. Those satires and longer articles of real humor which made *Punch* delightful when it was started under the brilliant coterie whose names are all famous are lacking from the comic papers of to-day. So great is the space given to these short "squibs" that the layman reader wonders how so many of them can be written—how so many ideas can be evolved on similar lines.

The business of joke-making and short-verse writing is a trade in itself and has its center in New York. In almost every city or large town there are one or two bright wits who have cracked some exceptional jokes which some comic paper has printed and paid for.

In many a place there is some local punster whose efforts are the pride of his narrow circle. But only in New York does this work center itself. When I speak of joke-writing as a business with some I mean it literally.

There is a coterie of about forty writers, most of whom live in New York, who do nothing but write for the comic papers. They do not wait for a happy inspiration, but make the inspiration come to them. They write jokes and verse for their living, and with some of them it is a very good living indeed. These are the men the comic papers depend upon for most of their material, and at least ten of them make from \$40 to \$80 a week "just joke-writing." Some of these are well known to the general public from their names over verses or short sketches. But some of them again, who write merely short "squibs," are known only to the editor. I should name as the leading joke-writers, Tom Hall, F. B. Studwell (Harry Rowaine), J. C. Hyde, W. H. Siviter, E. H. Graham-Dewey, Geo. W. Lennox, Louis B. Coley, Tom Maass and P. McArthur. With the exception of Siviter, they all live in New York.

It is no uncommon thing for any one of these men to turn out from fifty to two hundred jokes (brand new, warranted not to fade) a week, and ten bits of verse. The professional joke-writer frequently sits down without an idea in his head. Some turn of speech comes to him—he writes down his joke on a small rectangular slip of paper, just the size to slip into an envelope conveniently. That joke, or his train of thought, suggests another, and on he goes until in two hours he may have written twenty-five jokes.

Then the business part of it comes in. By a system of special bookkeeping, he enters the head of each joke in a book, and places opposite the title the paper to which the joke is sent. As a general thing, he will put the twenty-five squibs which he has just finished in an envelope with an "addressed and directed envelope" inside, and start the package on its journey around the world of humor.

He sends it first to the paper which pays the highest price, and then in regular order from weekly to weekly, until he has exhausted the list and gotten down to where they pay as little as fifteen cents per joke—a



starvation price for the professional humorist. Suppose the first paper to which he sent the package took three jokes. When the others come back, he checks off the three as "taken" and "paid for," if the paper in question pays on acceptance—and most of them do to the leading writer. The rest he sends to the second paper, which may, perhaps, take four. The remaining jokes are again checked off and the package started again. There are as many as twenty-five papers and periodicals which pay for original jokes, so that the humorist has an excellent chance of getting rid of all the jokes of a series at some price. Of course, he is continually sending out new batches to the first paper on his list and thence to the others, so that his name and his humor are constantly before the editors.

The leading humorous papers and dailies which pay for original jokes—I am reminded to add this as I saw a misstatement of it in the *Buffalo Courier* a few weeks ago—in the order of their prices are as follows, the first figures representing the price for each joke, the second figures the price per line for verse, and the third figures the price for sketches:

*Life*—\$2.50; 25 to 50 cents; \$4 and upwards.

*Town Topics*—\$2; 25 to 50 cents; \$4 and upwards.

*Truth*—\$2; 25 to 50 cents; \$3 and upwards.

*Harper's*—\$1 to \$2; 50 cents; \$3 and upwards.

*Puck*—50 cents to \$1.50; 25 to 50 cents; \$2.50 and upwards.

*Scribner's*—\$1; 25 to 50 cents.

*Sun*—50 cents to \$1.50; 25 to 50 cents; \$2 and upwards.

PRINTERS' INK—50 cents to \$1; 25 cents; \$1.50 and upwards.

*Judge*—50 cents to \$1; 25 cents; \$1.50 and upwards.

Pictorial Weeklies—50 cents; 20 cents; \$1.50 and upwards.

*Kate Field's Washington*, the *Herald*, the *World*, the *Standard* and six or seven others—25 to 50 cents; 20 cents; \$1 and upwards.

WALTER C. NICHOLS.

PRINTERS' INK can only use jokes, jingles and pictures that have a bearing on advertising. For these it pays on day of acceptance. Would be glad to pay more than it ever has paid if better stock can be secured.

Advertising jingles, of two to four lines, are worth fifty cents each. More is paid for longer "poems," but they are not equally desired. For really good illustrations which "fit the case"—the advertiser's view—PRINTERS' INK will pay all the artist demands, if the sketch is worth it. Messonier being dead, prices and quality have ruled low of late.

If at the foot  
 And want to rise—  
 Advertise!  
 If top of heap  
 You would keep—  
 Advertise!  
 Where'er on earth  
 Your dwelling place,  
 If you would win  
 Success's race—  
 Advertise.



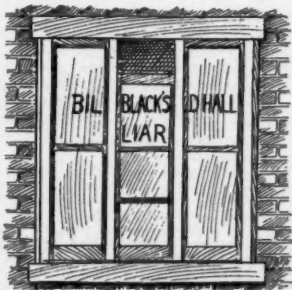
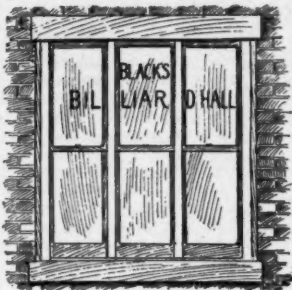
THE WAY CHURCHES ADVERTISE.

A ST. LOUIS SIGN.

ST. LOUIS, Oct. 30, 1894.

Editor of PRINTERS' INK:

I inclose you a sketch of a sign painted on three sliding window sash, on Eighth street, this city. The other morning the sign was transposed just as I have sketched it.



F. M. PRIEST.

## THE WORLD'S NEWSPAPERS.

The daily newspaper reaches back into a highly respectable antiquity. It is indisputable that the *Gazette* of Peking, China, has appeared in its present form for a thousand years at least. This venerable pioneer of daily journalism probably holds the record for "scoops."

It still sends out daily its edition of eighteen pages printed on oblong sheets of soft ragged-edged paper inclosed in yellow covers stitched at the back. Its circulation reaches 20,000, and its contents are mainly official information and imperial edicts.

In Europe news pamphlets containing information of and comment on the most striking news of the time appeared before the discovery of America. A specimen bearing the date 1495 is still in existence. Written news letters were widely circulated in Europe, and to a limited extent in American colonies also.

The Frankforter *Journal* appeared in that well-known German city in 1615, and was the first regular European newspaper. It was followed in 1619 by *News Out of Holland*, England's earliest paper. This was succeeded by the *Weekly News* in 1622. The *Courant*, established in 1709, was the first London daily.

A paper which attempted to establish itself in Boston in 1689 was promptly suppressed by the government of Massachusetts on the plea that it contained "reflections of every high nature," which, however, consisted of nothing but the ordinary political news of the day. *Publick Occurrences*, launched the following year, met a like fate. So effectively were these pioneer American sheets stamped out that only one copy of the first and two copies of the second are known to be in existence.

The Boston *News-Letter* was started in 1704, and the *Gazette* of the same city in 1719. At the breaking out of the Revolutionary war there were thirty-four papers in the various colonies. Massachusetts had seven, Connecticut three, Rhode Island two and New Hampshire one. Pennsylvania had eight papers and New York three. In the South, South Carolina led with three, Maryland, Virginia and North Carolina had two each, and Georgia one.

The United States to-day has 19,855 newspapers and periodicals. Since the most reliable statistics estimate about 41,000 as the product of the whole world, this country issues nearly one-half of them.

Of the other leading nations, Germany issues the most, 5,000 periodicals; France has 4,100; England, 4,000; Austro-Hungary, 3,500, and Italy, 1,400. No other country has 1,000 publications. Canada possesses 919; all Australia, 700; South America, 635; Asia, 461, and Africa about 150. The State of New York publishes more newspapers than the whole world lying south of the Equator.

China, with six times the population of our own country, has only twenty-four papers. Of these eleven are issued in the native tongue, one in French and the rest in English. Bleak little Iceland supports more papers than the huge Flowery Kingdom.

Japan has 92 dailies and 175 other periodicals, all started within the last twenty-five years. India publishes a number of papers in the various native tongues. These are said to be more widely circulated and read in proportion to the number of copies of them printed than any others in the world.

Persia has six papers, five in the vernacular and one in the Syriac. No type is used in their production. The editor gets up his matter and hands it to an expert, who, with the

pen, produces a fine calligraph copy. This is photographed on a lithographic stone touched with acid, whence the edition is printed.

England supports 200 dailies, and the United States 1,868. Paris possesses 141 dailies—more than London, New York, Philadelphia and Boston combined. As the only great city of one of the greatest nations, Paris monopolizes the journalism of all France. Then, too, its papers exploit a literary field that with us is largely left to magazines and special periodicals. These two facts conspire to give the newspapers of Paris that unique pre-eminence as to circulation which they enjoy.

The Sunday newspapers are perhaps the most truly indigenous product of American journalism. There are about 400 of these in the various cities and larger towns. Somewhat in the manner of the French newspapers they have partly usurped the field of the purely literary periodical, and besides supplying the daily news have diverted to their columns much excellent matter that would otherwise have appeared in the magazines or reviews. The latter have felt deeply the effects of this poaching upon their preserves. Canada has but one Sunday paper.

In the United States we have the newspaper sent forth in no less than twenty-three languages, embracing the tongues of every quarter of the globe. German papers are numbered by hundreds, and a score or more are published in each French, Norwegian, Danish, Spanish, Swedish, Bohemian and Polish. Nineteen papers appear in Holland Dutch, fourteen in each Hebrew and Finnish, five in Welsh, four in Slavonic, three each in Hungarian, Icelandic, Russian, Portuguese, Lithuanian, Armenian and Chinese.

Rarest of all, there is one journal published in each Arabic, Cherokee and Irish. Such a variety of languages has never before existed in any one land since the Tower of Babel rose on the Mesopotamian plain.

A reasonable estimate would give nearly three billions as the number of copies of newspapers and other periodicals issued in this country in one year's time. That makes two for each inhabitant of the globe, or fifty-one a week for every American, old and young. Allowing for the moderate dimensions of one square yard of paper for each of these, the result would show that a thousand square miles of paper is annually submitted to the eyes of American readers, or enough to cover entirely the State of Rhode Island. It would also reach from the earth to the moon in a strip twenty-one feet broad. A good deal of paper, isn't it?—*New York World*.

MAN wants but little here below,  
But hanker's for the prizes,  
He'll get them, too, if he's not slow,  
And freely advertises.

## TOO FUNNY FOR ANYTHING.

LE ROY, N.Y., Oct. 27, 1894.

Editor of PRINTERS' INK:

Speaking of queer combinations in an advertisement, the inclosed, clipped from to-day's Rochester *Democrat and Chronicle*, ought to have a place near the head. Mr. Joel is probably a joker.

FOR SALE—One second-hand tomb stone, one set of false teeth and one thousand undereamed overcoats at Joel's, 27 East Main street, corner Aqueduct st., up stairs; open evenings.

W. E. HUMBLAUGH.

## A REMINISCENCE.

MERCANTILE ADVERTISING IN BOSTON THIRTY-FIVE YEARS AGO.

The evolution in all publications the past generation has been wonderful, but the modern sensational make-up is not to my taste. Of course I read current events, and have always been a reader of advertisements. In my young manhood, over thirty-five years ago, it was my business to write, once or twice a week, a medley of two or three-line advertisements for M. Field Fowler & Co., to be inserted in the *Boston Post, Advertiser and Shipping List*.

The business was a general commission business in merchandise used by the New England manufacturers, grocers, etc., including cotton, rosin, tar, pitch and turpentine from the South; drugs, oils and chemicals, fruits, nuts, wines and liquors of home and foreign production; almost all East India merchandise; sugar, molasses and cigars from the South and Cuba, besides many other articles too numerous to mention.

We paid the above-mentioned publications something like \$40 each per year for the privilege of advertising, say ten of these articles on the average daily. Taking run of the paper, the ads were somewhat like the small want ads now to be seen in all dailies. The copy was very simple; for instance:

ROSIN. 400 Barrels, No. 1 Landing,  
for sale by M. FIELD FOWLER & CO.,  
13 and 15 India Wharf.

Some days the publishers would give us a very liberal number of these ads for our annual payment. At other times there would be rather less than five in all.—*Frank Field Fowler, in Profitable Advertising.*

THE man who snares the dollars,  
Catches more than e'en the miser,  
Is the one who never falters,  
But's a persistent advertiser.

HAVE you got a good thing?  
Let the people know it.  
Do not keep it to yourself;  
Advertise and show it.  
Bait your hook with printer's ink  
And throw it!

## THE "NET CIRCULATION" IDEA.

*Godley's Magazine* has tried and abandoned the idea of basing its advertising charges on actual net circulation, deducting returned copies. Mr. J. W. Lovell, on assuming the management, issued a rate-card setting the price of space at one cent per line, or a dollar and a half per page per thousand copies. It was found that months must elapse before the returns would all be in and the necessary deductions would be made for estimating the net circulation. Neither publisher nor advertiser found satisfaction in a system of such uncertainties and complications, nor did Mr. Lovell enjoy waiting sixty to ninety days for the money from his advertising. So he issued a new rate-card charging the same price per thousand copies but estimating the circulation at the number of copies actually printed.

ADDISON ARCHER.

## KEEP YOUR EYE ON PASKO.

NEW YORK CITY, Nov. 7, 1894.

Editor of PRINTERS' INK:

In Mr. Pasko's very interesting account of papers devoted to printing and kindred branches, he makes the statement that "No trade journal in the United States which confines itself to its specialty prints more than 7,000 copies." But the American Newspaper Directory guarantees the ratings of a large number of trade journals to be above 7,000, and offers to pay \$100 in every case where the rating is shown to be incorrect. Here are a few examples:

New York Newsdealers', Publishers' and Stationers' Bulletin	9,500
New York Locomotive Engineering	20,303
New York Power	21,524
New York Telegraph Age	8,000
New York PRINTERS' INK	24,428

There appears to be \$500 in this little lot for Mr. Pasko. Can he get it?

ANOTHER HERMIT.

## AN UNUSUAL AD.

The advertisement reproduced below recently appeared in the *Boston Herald*:

## AMERICAN YOUNG MAN WANTS WORK!!! AS CLERK.

I AM

About 21 years of age, of American parentage, of temperate habits, and looking for work in an establishment where reliability, honesty, faithfulness and a strict adherence to business are called for and expected of its employees.

I WILL,

To the best of my ability, strive to maintain all those essentials to a successful business career, and will work for the best interests of my employers at all times.

I EXPECT

Not a dollar more than I earn, and above all desire, through my efforts, to advance my employers' business welfare.

CAN I

Be of service to you? IF SO, please communicate with me by letter. Address "N. 133,"

HERALD OFFICE, Boston.

It would be interesting to know what results came from it. The advertiser probably recognized the fact that if his business were to appear in the column devoted to that class of advertisements, there would not be one chance in a thousand of his receiving any replies. Therefore, like a sensible young fellow, he had it placed where it might be seen by the class of people it was intended to reach.

NOT BAD.

"GOOD FOR A BAD SKIN,  
NOT BAD FOR A GOOD SKIN."

is one of the cards Facial Soap Woodbury has placed in Chicago street cars.

## A CIGAR SIGN.

A Fourteenth street tobacconist exhibits a clever show-card designed to call attention to his four-for-a-quarter cigars. The background

is ordinary white bristol-board, bearing the inscription, "A Fair Exchange is no Robbery - 4 clear Havana Cigars for 25 cents." Attached to this are two flesh-colored cardboard hands, with cuffs, coat-sleeves, etc., one hand grasping four cigars, the other a silver quarter. Cuffs, coat-sleeves, cigars and silver coin are all genuine, and the placard, while hardly "high art," is still effective as an advertisement.

O Y  
S T E  
R S

is the legend on a board before a restaurant on Broadway.

HE NEVER KNEW.

BERKELEY, Cal., Oct. 31, 1894.

Editor of PRINTERS' INK:

The attached ad is from the Berkeley Daily Advocate of this date:

**LOST—SUNDAY, OCTOBER 25TH IN** University grounds, near Building—or on Dana street, a red worsted boy doll. Finder please return the same to Mrs. Mason, 2407 Channing Way, corner Dana street, and receive reward.

I never knew before that there were such things as "boy dolls." FREDERICK OMEN.

POULTRY ADVERTISEMENTS.

WATER VALE, N. Y., Oct. 31, 1894.

Editor of PRINTERS' INK:

Among your numerous readers there are doubtless many poultry fanciers who would like to see something in your columns regarding the construction of poultry ads.

This class of ads have, as a rule, a great deal of "sameness" to them.

They should be as bright and catchy as any other. Let us hear from others.

Respectfully, H. R. NORTHKUP.

A BRIEF AD.

WILLIAMSPORT, Pa., Nov. 5, 1894.

Editor of PRINTERS' INK:

We paste below an ad used very extensively and exclusively by Mr. Hammer in our local papers. This has been all the advertising he has done, and he is to-day a very wealthy man. What do you think of it?

**BUY YOUR TOMBSTONES WHERE YOU PLEASE.** HAMMER.

J. A. WHITEMAN.

THE CIRCULAR VS. THE AD.

Office of "McCLURE'S MAGAZINE." }  
NEW YORK, Oct. 23, 1894. }

Mr. W. E. Price, The Book and News Dealer, San Francisco, Cal.:

DEAR SIR—In reply to your letter of the 16th, I am familiar with *The Book and News Dealer*, as I read it carefully every month. While I appreciate the value of *The Book and News Dealer* as an advertising medium, I consider that the money spent in postage stamps, so as to send circulars personally to every dealer we want to reach, is money well spent. A circular direct from a publisher to a dealer has almost the force of a personal letter, while an advertisement in the best possible medium is necessarily much more impersonal and will not produce the same effect. Yours very truly, S. S. McCLURE, Limited.

USE THE LOCAL DAILY PAPERS.

TOLEDO, Ohio, Oct. 30, 1894.

Editor of PRINTERS' INK:

We were asked by the pastor of one of the leading churches here what was the best method of advertising a church, or how to advertise one. Can you enlighten us?

Very truly yours,  
THE TRI-STATE GROCER CO.

THE OLD STYLE.

Office of  
"THE BANKER AND TRADESMAN,"  
AND "MASS. LAW REPORTER," }  
220 Devonshire Street.  
BOSTON, NOV. 1, 1894.

Editor of PRINTERS' INK:

What can we do with men who advertise like this and then have the gall to say that advertising don't pay?

TOLMAN & BILLINGS.

FINE TAILORING,

131 TREMONT ST. (La Casa Blanca.)

Should any reasonable man expect returns from such an advertisement in a paper? We don't see how they can pay any one but the publisher. This is one of the provoking things we have to contend with.

Yours truly, FRED. A. GAY, Treas.

HOW IT WORKS.

Editor of PRINTERS' INK:

I recently obtained a price from Mr. L. H. Crall, a New York Special Agent, for a specified advertisement in one of his Western papers. He fixed the figure at \$235.15 net. I then asked for a position with reading matter on two sides. For this Mr. Crall said he must have one-fourth additional, making the price \$293.87. To this I must add whatever commission would be proper for my own services, as Mr. Crall's price was net.

I thereupon sent the order direct to the home office of the paper, fixing the price at \$200, and it was accepted, and the position accorded without demur. It went in so easy that I felt sorry that I had offered over \$150.

A GENERAL AGENT.

NEW YORK, Nov. 5, 1894.

WE THINK SO.

CHICAGO, Oct. 22, 1894.

Editor of PRINTERS' INK:

We think we have a case of the unsophisticated newspaper publisher.

We are in receipt of a letter from the *Public Press* of Northumberland, Pa., in which he returns our check for \$3. In commenting on the return of the check he says:

"In your contract for this advertising work you allow us \$4 gross. We presume you know what the word *gross* means; we do at least know that it means the entire sum without anything taken from it. Furthermore, in this contract you do not say a word about 'less agent's usual commission'; therefore you cannot deduct \$1 for your commission. You must have taken your commission out before you gave us that price."

Here is a case where we think a publisher is entitled to a leather medal. Don't you?

Yours truly, LORD & THOMAS,  
D. M. Lord.

## THE NEED OF KEEPING AT IT.

Once in a while the one-time advertisement on a special occasion will bring good results, but not one time in a hundred, unless the advertiser has been fairly well advertised in the community before.

If the pier of a bridge is to be built in the middle of a river, the builders commence by sinking stones for the foundation. If they dropped the first stone and quit because they could not see it the pier would never be built. If they dropped a dozen stones, one on top of the other, and quit before the pier was big enough to stick out of the water they would lose their time and stones. But if they go on, put in a good solid foundation and build up from that, they will in time raise a pier that will be strong and permanent and that will hold up a useful and necessary bridge.

It is just so with advertising. The first "ads" you drop in only serve as a foundation—they do not serve as anything if you do not drop in enough of them—but if you keep on piling one on top of the other, in the end you will have a pier which will sustain the bridge of business all the rest of your life.

The water of competition will wear away some of the stones and they will have to be replaced, but once the pier is built the repairs will not be very expensive. Advertise regularly, persistently, with full attention to the peculiar character of your business.—*West Chester (Pa.) Republican.*

## ABOUT ENGRAVINGS.

A half-tone is made direct from a photograph, and is the closest possible counterfeit of the original that can be produced. It is not suitable for newspaper work, but works well on any super-sized and calendered stock. An electro from this necessitates a separate operation, and the price of an electro does not include the making of the half-tone.

A zinc etching is made only after the subject is first plainly shown in black ink upon white paper. Pen and ink drawings of original subjects are indispensable, and may be made either from a photograph or other illustration. This drawing is photographed upon zinc, the superfluous metal eaten away by acids, and an electro is made from the skeleton which is left. Price of the drawing and zinc etching is not included in the price of electro. Zinc etchings are suitable for newspaper work, and are inexpensive.

Wood cuts are made only by drawing upon wood, and cutting out superfluous portions. They are necessary only for the finest work, not so good generally as half-tones, are slow to make and expensive.—*Newspaper Union.*

It is all very well to investigate the merits of an article before writing an advertisement of it, but some of the Duffy Whiskey ads indicate that the writer had carried his investigation a little too far.

## Displayed Advertisements

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

SUPERIOR Mechanical Engraving. Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.

STAMPS FOR COLLECTIONS—Send for Data. E. T. PARKER, Bethlehem, Pa.

PRINTING INK—Four Cents Per Pound. W. L. JOHNSON, 10 Spruce St., New York.

**IF NOT** INTERESTED, don't send your address to The B & L Pub. Co., 130 Liberty St., New York, N. Y.

NOTE

FOR ADVERTISING USE **Houses Point, N. Y.**  
All Home Print. **THE COUNSELOR.**

**THEY PAY THEM.** So say all our regular customers for **PATENT COIN MAILING CARDS.**

Large circulations pay the advertiser. Our Coin Cards will increase your circulation. Send at once for samples to **ALVORD & CO.,** Detroit, Mich.

Circulation, 150,000.

...Rate, \$100 per page.

**Arthur's and Peterson's** New York. Philadelphia.

**Pettengill & Co.,** Agents for **Greene's Nervura**, whose policy is to use only established papers of large circulation, have contracted with **LIBBY & SMITH's** Combination at five times the price that seems likely to buy Thirty inches of space (in amounts to suit) at our Annual

**Auction Sale of Space.**

The price that takes the Thirtieth Inch to be the price to all. Printed list of all bids to be sent each bidder. Send name for particulars. Four Maine Weeklies, 4300 circulation. Address **LIBBY & SMITH, Portland, Me.**



**Christmas Presents**

The Crystal Paper Weight **ADVERTISING CLOCK.**

Write for prices. **BAIRD CLOCK CO.** Plattsburg, N. Y.

## CUTS

*The most elegant Illustrated, Humorous and Society Weekly will Sell Electrotypes of some of the Line and Half-tone Cuts which have appeared in its pages during 1892 and first half of 1893.*

**TRUTH**

203 Broadway, New York.

**The  
WOMEN  
Buy the  
XMAS PRESENTS:**

the larger share of them at any rate. If you have anything especially good for the holiday trade let the

**123,000 WOMEN**

subscribers of

**The  
Housekeeper**

know all about it, by advertising in November 15th and December 1st issues. We will send full particulars anywhere.

Publication Office: Minneapolis, Minn.  
Eastern Office: 517 Temple Court, N.Y. City.  
C. E. ELLIS, Manager.

**California  
San Francisco**

**The Evening Post**

is recognized, locally, as having the largest circulation of the Evening Dailies. THE POST sends young men and women to the foremost educational institutions of California, free, every year, as premiums for new lists of subscribers. This is one of many reasons why THE POST circulates so largely among the best families of San Francisco.

**The Evening Post  
IS ALIVE.**

HUGH HUME, Proprietor.  
F. P. BALDWIN, Bus. Mgr.

New York Office,  
RHINELANDER BUILDING.

AT \$1 PER LINE.

**TAKE AN INCH  
IN  
THE MAYFLOWER  
AND  
GET AN ELL IN RESULTS**

FROM 160,000 SUBSCRIBERS.

**HURRY**

IF YOU WISH TO -  
CATCH ANY OF THE

DECEMBER ISSUES OF

**Vickery &  
\* Hill List.**

**1,500,000** PROVED  
CIRCULATION.

**Pays All Advertisers  
Always.**

Particulars from THE VICKERY & HILL  
CO., Augusta, Maine, or  
C. E. ELLIS, Special Representative,  
517 Temple Court, N. Y. City.

## "Largest Wholesale Grocers."

DAYTON, OHIO, September 21, 1894.

TO WHOM IT MAY CONCERN:

As Wholesale Grocers, we take pleasure in setting forth the following facts, of which we have fully convinced ourselves, viz.:

"**THE DAYTON TIMES** (Morning) and **THE EVENING NEWS** are not only among the best papers published here, but have the **largest circulations** in their respective fields, and to any advertisers who desire covering the City of Dayton with the best newspaper mediums we heartily recommend **THE DAYTON TIMES** and **THE EVENING NEWS** to their favorable consideration.

"Very respectfully, J. K. MCINTIRE & CO."

## Need We Say More?

These long established, up-to-date Family Newspapers, with a combined circulation of **14,000 Daily**, have proven paying investments for advertisers. We can prove this. If you are sufficiently interested to get our prices for advertising you will be surprised to find how reasonable they are. Address

**H. D. LACOSTE,**  
38 PARK ROW,  
NEW YORK.

## Now Is The Time

to send your order  
for the December Number of

## The SILVER CROSS

(the Official Organ of the International Order of The King's Daughters and Sons). Do you know anything about this Order of 400,000 cultivated, energetic and liberal women? Let us send you the November Issue of **THE SILVER CROSS**. Sent on receipt of a postal.

**THE SILVER CROSS,**  
158 West 23d St., New York.  
Forms Close Nov. 12th.

## Do Not Delay!

## The Toledo Blade,

TOLEDO, OHIO.

### THE DAILY BLADE

has the largest circulation of any Daily paper published in Toledo or Northwestern Ohio. Over 15,000 average—20,000 Saturdays.

### THE WEEKLY BLADE

is the leading Weekly newspaper of general circulation in the United States. Has always above 100,000 paid-in-advance subscribers.

For Advertising Rates in either edition,  
address

**THE BLADE, TOLEDO, OHIO.**

**NEW YORK OFFICE,**  
33 TRIBUNE BUILDING.



**Weighty Words:**

No publication which accepts advertisements combines in such high degree as

....THE....

**Sunday School Times**

Quality, Quantity, Guaranty of Circulation with Quality and Guaranty of Advertisements.

**CIRCULATION:**

**Quality**—Among adults only, and they the active church workers of different denominations; the moving spirits in the best Christian homes.

**Quantity**—The average issue from July 1, 1893, to June 30, 1894, was **161,548** copies weekly.

**Guaranty**—A conservative statement of the regular edition to subscribers is printed each week. The corrected average for the year is always greater than the number announced weekly.

**ADVERTISEMENTS:**

**Quality**—Only what is trustworthy and proper is accepted. Though trustworthy and yet unsuited to the paper it cannot get in.

**Quantity**—This exclusiveness limits it. It is thus of greater advantage to its advertisers because of this limitation to their number.

**Guaranty**—This guaranty is published regularly and is strictly adhered to:

"THE SUNDAY SCHOOL TIMES intends to admit only advertisements that are trustworthy. Should, however, an advertisement of a party not having good commercial credit be inadvertently inserted, the publishers will refund to subscribers any money that they lose thereby."

This gives THE SUNDAY SCHOOL TIMES the strongest possible hold upon the confidence of its readers.

Any good advertiser whose advertising is acceptable, can reach a greater number of good Christian homes through THE SUNDAY SCHOOL TIMES at less cost than can be done in any other way. We handle all the details, offer our services and shall be pleased to have you write to us about your advertising.

**The Religious Press Association.**

1200 CHESTNUT ST., PHILADELPHIA, PA.

No Claims

No Affidavits

No Promises

No Rebates

No Discrimination

- BUT -

**THE CALL**

*OF PHILADELPHIA*

*Will Give Every Advertiser*

*A FAIR RETURN*

*For his Investment in its  
Columns.*

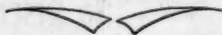


**EDGAR M. HOOPES,**

WILMINGTON, DEL.

Manager of the Foreign  
Advertising of THE CALL.

# Printing Inks By Express.



I am sending a great number of packages of printing inks by the different express companies every day of my life, and I desire to get into communication with some one who will tell me how I can secure special express rates. I know of a concern that has a special rate of 30 cents for 10 lbs. to go to any part of the country, while my customers are compelled to pay 75 cents or more for packages of the same weight. If I could only get the express companies to co-operate, I might sell job inks to every remote printer, and deliver them, too, at less than half the price he now pays for the ink.

I invite suggestions. What must I do to get a special rate?

Address,

**WILLIAM JOHNSTON,**

**Manager Printers' Ink Press,**

**10 Spruce St., New York.**



A majority of printers are unable to believe an ink really good unless they pay a high price for it.



No black ink, art black, fine black, finest black, five dollar black, or any other black was ever made that I cannot match in hundred-pound lots for \$100; in 25-pound lots for \$25; in one-pound cans for one dollar, or in  $\frac{1}{4}$ -pound cans for 25 cents.



Buy all you want.

Buy no more than you want.



SEND CHECK WITH ORDER.



ADDRESS,

**WILLIAM JOHNSTON, Foreman of Printers' Ink Press,**

10 SPRUCE STREET, NEW YORK.

ESTABLISHED 1842.

# THE PITTSBURGH POST.

Daily, Sunday, Semi-Weekly.

## Detailed Statement of Circulation,

SEPTEMBER, 1894.

### DATE. DAILY EDITION.

Sep. 1	41,822
" 2	39,530
" 3	42,062
" 4	41,732
" 5	43,664
" 6	40,943
" 7	40,156
" 8	38,728
" 9	37,930
" 10	37,740
" 11	49,312
" 12	50,534
" 13	43,000
" 14	41,100
" 15	41,082
" 16	44,778
" 17	41,074
" 18	41,794
" 19	42,108
" 20	42,946
" 21	42,716
" 22	45,112
" 23	40,626
" 24	41,100

Total.....1,107,224

### SUNDAY EDITION.

Sep., 1st week	23,988
" 2d "	31,150
" 3d "	34,002
" 4th "	26,838
" 5th "	24,760

Total.....130,238

### SEMI-WEEKLY EDITION.

Sep., 1st week	19,538
" 2d "	19,582
" 3d "	20,512
" 4th "	19,492
" 5th "	19,518
" 6th "	19,516

Total.....137,668

### AVERAGE.

Daily	44,289
Sunday	26,048
Semi-Weekly	19,667

## JUST FOUR FACTS

demonstrate the value of THE PITTSBURGH POST as an advertising medium.

*First*—It is the only Democratic paper in Pittsburgh.

*Second*—It is the leading Democratic paper in Pennsylvania.

*Third*—It has no rival in Western Pennsylvania, Eastern Ohio and West Virginia.

*Fourth*—It circulates in 125 Counties in the three States named, among a class who buy largely, and whom shrewd advertisers love to cultivate.

New York Office: 85 Tribune Building,

N. M. SHEFFIELD, Agent.

... THE ...  
**Cleveland  
Press**



**Sells Over 70,000 Copies Daily !**



***CIRCULATES OVER  
15,000 more Copies than all the other  
Dailies in Cleveland combined.***



**Is Read at the Homes Every Evening.**



**C. J. BILLSON,  
86 & 87 Tribune Building,  
NEW YORK.**



IF YOU  
QUESTION  
ITS VALUE

WE WILL  
PROVE  
IT BY FACTS.

**QUERY:** Is THE LADIES' WORLD a good medium for general advertisers? **Answer:** Many hundreds of the shrewdest and best-known advertisers have found that it pays them handsomely.

**QUERY:** Is there any special reason why it should give exceptionally good returns to advertisers? **Answer:** Yes. It goes entirely to homes and is read by women. Women are credited with purchasing eighty-five per cent of all articles used by the family or consumed in the household.

**QUERY:** What class of advertising is accepted for THE LADIES' WORLD? **Answer:** Only that which is reputable and unobjectionable to ladies. Where advertising is not of this kind it will be declined.

**QUERY:** What percentage of copies are returned as unsold by news companies, and in other ways? **Answer:** Not one copy is returned by news companies or from any agent.

**QUERY:** Do the subscribers to THE LADIES' WORLD renew their subscriptions? **Answer:** No publication in America can show a larger percentage of renewed subscriptions.

**QUERY:** Do you wish an estimate? If so, write to the publishers.

**S. H. MOORE & CO.,**

**27 Park Place, New York.**



"AFTER THE BALL."

Those advertisers who have learned the value of

## DIE WESTLICHE POST

Are still after it. And no wonder, since it is the largest GERMAN DAILY West of New York City.

Its Weekly and Sunday Editions have become Standard Mediums for the knowing advertisers.

Rates on application. Address,

WESTLICHE POST ASSOCIATION,

EDW. L. PRETORIUS, Business Mgr.

St. Louis, Mo.

W. H. KENTNOB, Advertising Manager.



# BUFFALO

is one of America's coming cities; the development of electric power from Niagara Falls is fast covering that entire section with factories, stores and dwellings.

The street cars of Buffalo, Tonawanda and Niagara Falls are all electric, modern, and among the finest in America.

---

## CARLETON & KISSAM

control the  
ADVERTISING  
in all of them.

---

FOR RATES, FOLDERS, ETC., ADDRESS

50 Bromfield Street, Boston.  
Postal Telegraph Building, New York.  
534 Main Street, Buffalo, N.Y.

The great end and aim of all intelligent general advertising is to cover **all** the ground in a certain district, **thoroughly**.

To do this, in the richest of the Western States, you cannot afford to leave out the lists of the C. N. U.

*The advantages are : Saving of time and money in many different ways. Covering large territory at little expense. Reaching a class of people which gives the very best returns of all to the careful advertiser.*

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FURTHER DETAILS IN CATALOGUE.

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Chicago Newspaper Union,

93 S. Jefferson St.,

CHICAGO, ILL.

10 Spruce St.,

NEW YORK.

## ADVERTISING FOR RETAILERS.

*Edited by Charles Austin Bates.*

Retail merchants are invited to send advertisements for criticism and suggestion; to ask questions about anything pertaining to retail advertising; to send ideas, experiences and hints for the betterment of this department. PRINTERS' INK is a clearing-house for ideas—this is the retail branch.

As I have said once or twice before, when I criticise an advertisement I say merely what I think about it—what my experience has taught me to think. I give an honest, candid opinion. I do not imagine for a minute that I am infallible, and everything I say is said in the friendliest sort of a spirit, with the hope that it may be helpful.

If I had not talked very plainly—may be “harshly”—I never would have received this letter, which I think is quite interesting.

Mr. Barton is wrong about one thing. I am not so entirely a theorist as he thinks. I have been “behind the counter.”

Mr. Barton is right about one thing—if the ads sell goods they are good ads—there's no question about that. That is what is technically known as “a clincher.”

NORWALK, O., Oct. 23, 1894.

*Mr. Chas. Austin Bates:*

MY DEAR SIR—In PRINTERS' INK, Oct. 3d, you criticised me severely. At first I thought I was in some political arena and running for office. Why were you so merciless? Why such harshness? What have I done?

Mr. Bates, you probably know in a theoretical way a great deal about advertising, but when it comes down to practical business you had better get behind the counter and you will find there is a great deal to learn—for you.

I have been in business for fifteen years—for seven years I did not believe in advertising. But for the past eight years I have advertised. The first year's profits were 15 per cent ahead, the second year was an increase of 57 per cent, and steadily increased until now I make \$235 for every \$100 made eight years ago.

The preparations I introduce into my ads have a steady sale, whereas eight years ago they were practically unknown.

Allow me to say that I don't allow any one “to pat me on the back.” I am in business and advertise simply for the *dollars and cents* and not for *fun*, and though you also say that you do not believe I can talk to people in the way I advertise, you are wrong. I can and do, though I am a judge of my customers. If a customer wishes to joke, I am ready. If they wish to be treated pleasantly but dignified, I am also ready.

For advertising in my style throughout this vast country you may be right, but for local advertising it has been a success, and as it brings in the money I will have to continue for awhile any way, even though you think it

abominable. I am not like the man, his son, and the donkey in *Æsop's fables*. I have ideas and brains of my own, just as much as you. My business is not like a dry goods or a grocery, where you can quote prices, etc., but simply a little drug store. I have to attract customers, and let me assure you when I get 'em in they buy, and as my goods are good they keep coming.

Come and take dinner with me some day.

Sincerely yours,

CHAS. E. BARTON.

\* \* \*

In PRINTERS' INK, of Oct. 17, was an editorial paragraph to which I wish to take exception. It says: “If it pays to change the wording of advertisements, one would think it would also be profitable to change their typographical arrangement. Many advertisers, however, who use fresh copy almost daily, never make the slightest alteration in the typography of their advertisements.”

To me it seems strongly advisable to use the same style of display in every instance. This will certainly obviate the necessity, real or imagined, of setting the name of the advertiser in large type. It will result in the saving of just that much space, because once the style is established, everybody will know the minute they see the advertisement whose it is, without looking for the name. I will venture to say that if Rogers, Peet & Co. were to publish an advertisement in any New York paper without giving any name or address, but simply following their regular style of wording and composition, nine out of ten readers would know whose it was.

The style has become a trade-mark with them. In the same way, the style used in the advertisements of the Murphy Varnish Co. in the magazines has become a trade-mark for them. The “Wanamaker style” is known all over the country. The advertisements of the Yale Mixture in the magazines have a certain distinctiveness about them, which makes it certain that a mere glance at one of them will bring Yale Mixture into one's mind. There are hundreds of similar examples.

Certainly if the publication of a trademark is a good thing, the use of a special style of ad setting is a good thing. The advertiser can learn something from the editor. He has a fixed position for his editorials. They are always set in the same kind of type, and the only variation that is allowed is that sometimes they are set solid and sometimes they are double leaded. The editor depends for readers upon the interest he has already created by the excellence of his work. The advertiser "may profit by his example."

\* \*

It is a good thing to be smart in advertising, but not too smart. This ad from the *Detroit Evening News* is an example of that kind that is "too cute" to be useful:

**THE WORST PLACE  
IN TOWN TO GET  
Meals, Lunches and Oysters**

IS AT

**"OLD BILLY" DOBSON'S  
EATING HOUSE,**

63 Shelby St., Tribune-News Bldg.

He keeps the poorest goods. His prices are higher than other places. He is very inattentive to his customers, making himself generally disagreeable to those who do patronize him. The place is dirty and he don't want your trade. But he keeps open day and night.

(How This House is Given to  
Perversion.)

Here's another advertisement which I think is just smart enough to be good:

**A Safety Pin**

is a good thing to fasten your underwear with after the buttons come off. It's a lot of bother and it wears holes in the goods, but may be you like it. If you didn't you'd probably buy

**Keep's  
Underwear.**

We have it made to order at the mills, so we know all about it. It's made our way. When the maker gets through, we take a hand at it. If it isn't right—back it goes. We reweave every button. The safety-pin stage of development doesn't come for some time.

Any price you like—and cheap at that.

**KEEP MANUFACTURING CO.,**

Makers of Keep Shirts,

Broadway, between 11th and 12th Streets.

\* \*

The New York store at Indianapolis is the largest store in the State of Indiana. It is almost twice as large as any other dry goods store, if it may be properly called a dry goods store. There are forty-one departments de-

voted to all sorts of goods. The store is looked upon as the leading advertiser in the State, and is the only one, I believe, which maintains a fully equipped advertising department with a manager in charge. The store was established in 1853, and in the spring of last year it was decided to hold an anniversary sale, celebrating the fortieth year of the store's existence.

In looking for the opening date and other statistics, Mr. John Lawrie (then the treasurer of the company), who had been with the New York store for twenty-five years or more, discovered some interesting facts about the early advertising of the concern. His letter containing the result of his researches came into my hands at the time and has been recently resurrected. I think there can be no objection to its publication. It shows the difference between 1853 and 1893.

INDIANAPOLIS, Ind.

When W. & H. Glenn started their little 12x15 store on West Washington street, in 1853, they were too small for the newspapers to notice and they were too poor to notice themselves; the city didn't put on bunting and the citizens didn't sing "A New Dude's Come to Town." It was a picayune event. The largest dry goods stores of the city at that time advertised in a small way, but Glenn doesn't appear to have advertised at all. They appear to have had no literary department, and whether for this reason, or perhaps more likely for cheapness, they don't appear to have worried themselves about changing their advertisement too frequently. For instance, at Christmas, 1857, when I first got onto them I find them with a 22-square advertisement advertising "Gifts of Love and Affection." They seem to have been so much in love with this ad, or so busy about something else, that they keep it running daily, without change, till March following, although it relates to the selection of Christmas presents. In March they change it to another 22-square ad (single column) which they must have also considered a dandy, for it runs on day by day, without change, through March, April, May, June, July, when I get tired following it. There are only about fifty words in the ad, and it is headed, "Arrival of Spring and Summer Dry Goods." On July 16, 1859, they advertise a clearance sale preparatory to moving to their new store Sept. 1. They did not move till Sept. 20, and the same ad, without change, runs every day, from July 16 to Sept. 19. I inclose editorial notice of their intended removal under date July 16, 1859, and editorial comment on the removal itself under date Sept. 20, 1859. On that same Sept. 20, 1859, they put in an ad announcing their removal to their new store, and that same advertisement, without change of a letter, continued to appear monotonously day by day—fair day or fast day, wet day or dry day—from Sept. 20, 1859, to June 2, 1860, when I got too tired to follow it further. When I came to the N. Y. S. we changed our ad of six squares (or rather had the privilege of doing so) once a week, and we thought we were making rapid strides when we contracted to change it twice a week, if we wanted to. Every fall Glenn had a large

number of copies of a four-page sheet, newspaper size, printed for distribution among their country customers. They called it by the dreadful name of *Alta Pete* (Latin, "aim high"). It was a succession of paragraphs extolling the value of factory flannels, brown jeans, black silks, etc., with funny jokes or stories en sandwich, one of which I remember. "Where are you going with your big-eyed turkey?" "It isn't a turkey; it's an owl." "Sure I didn't ask ye how owld it was!" (Don't faint.) For seven or eight years after it was discontinued countrymen came to the office asking for it, so that I revived it for a year, but it was too slow and we gave it up.

Here is an ad from the City Directory of 1857, which contains among others that of Ben. Harrison's (with list of references as to character, etc.) and Rufus Hatch's shingles, "equal to the hand-made and split shingles."

#### PUBLIC CONFIDENCE AND PERMANENT REPUTATION.

Wherever public confidence is reposed we have a proof of the existence of merit. That such confidence is extended to the proprietors of the

### NEW YORK STORE, Wholesale and Retail DRY GOODS STORE,

○ NO. 3 BATES HOUSE, ○  
INDIANAPOLIS,

is evident in the fact that our trade is daily increasing. Our stock is now complete, comprising all the newest and most fashionable designs and fabrics out for the season, and the prices are so equalized to the economical requirements of the times that public confidence is further elicited by our advantageous system of business.

OUR PERMANENT REPUTATION—All those who have obtained for themselves a great and permanent reputation have won and secured it by patient and persevering labor. The New York Store has won its reputation by unflinching truth and honesty of purpose, with the most sincere and elevated efforts for the people. The proprietors have always allied pride with professions ("what others promise we perform") and the result is that whatever we state the public have implicit faith in. For instance, we announce to you we have received the

#### LARGEST, CHEAPEST

AND MOST

#### Fashionable Stock of Dry Goods IN THE STATE.

Call and you will find it so. Hence our permanent reputation.

W. & H. GLENN, Proprietors

\*\*\*

We have enjoyed reading your department for retailers in PRINTERS' INK, and knowing that you appreciate everything in this line, take pleasure in sending you our latest effort to produce something interesting and artistic.

With this preface, Roche & Co., 503 Fifth Avenue, New York, send me a copy of an exceedingly dainty and artistic little brochure about Vino de Salud.

It is printed in three or four colors and "profusely illustrated" with little half-tones, showing bits of Moorish architecture and decorative details. It

contains a short talk about the Moors and about Vino de Salud, which is followed by several pages of physicians' testimonials. The little booklet is worth looking at, and I presume will be sent to any one who asks for it.

\*\*\*

CHICAGO, Oct. 27, 1894.

Charles Austin Bates, care PRINTERS' INK, New York City:

DEAR SIR—I have just lain down PRINTERS' INK of October 24th, after reading your "Advertising for Retailers" as far as where you write, "I have been told that my judgment was a little bit 'warped' on the question of prices."

I wish the privilege of urging you to "keep everlastingly at it" on the price question. I know that it is the price that tells, and it follows then that the advertiser should tell the price.

In looking over the papers, in the want columns, you will always find that when a man advertises for a house wanted, desk wanted, clerk wanted, or anything else, he almost invariably insists that all replies shall give rent, price, or salary expected.

I never read the advertisement of a merchant who gives a list of special offerings unless he quotes prices, and "reasonable charges," "lowest prices," etc., are too vague (so high he is ashamed to quote). A house-hunter reads about a house for rent, and the description of it proves it's just the house she wants, but she has gone many a weary mile to look at houses like this one to find that the price was beyond her purse, and unless the rental is named, she says: "Just like all of 'em—\$40 a month."

I think that Johnston's (who is advertising PRINTERS' INK and being advertised by P. I.) success comes largely from the fact that he quotes prices in every instance.

In your sample ad, Don't Be Afraid (p. 719), the line, "Four pounds coffee, \$1.00," would improve it, and in the next ad, "\$25 to \$50," would do the same and maintain your theory.

One more idea, on a different line. We need more of the Charles Dickens style in our newspaper advertising; you remember that Dickens always made everything so plain that you had no use for a dictionary when reading his works. You and I know that "lbs." stands for "pounds," but there are many buyers who puzzle over these things and are too proud, or foolish, to ask the meaning. Your grocer's ad reminds me that when a small boy I was puzzled over the sign "Sauer Kraut," and ever since I have commended the good sense of the man who advertises it as "Sour Kraut."

Because an advertiser knows a thing it is not proof that everybody else knows it. In a paper lying on my table I see a tailor offering "Genuine Clay Diagonal Suits." How many people know what the word "clay" means or signifies? What an interesting story the tailor could tell about "Clay," and how Clay is the leading maker of a particular kind of cloth and how his goods compare with any other "as a dray horse to a thoroughbred."

This letter is addressed to you personally and for your own use, if there is anything in it worth a second reading. I have read PRINTERS' INK so long (and always read every line, ads and all), that I feel as though I have a personal acquaintance with "fellows like you," who are weekly contributors. With assurance of my respect, etc., faithfully yours,

A. P. FENNERTY.

*For Cloaks—(By W. D. McKeeney).***We  
Have  
It**

The cloak you'd be proud of. All the style you can stand, all the wear you want, all the warmth of comfort—and we sell it lower than so good a cloak was ever sold.

What's it made of? How much is its price? Come and see. There are some things that can't be all told about on paper.

*For Dry Goods—(By J. Hutcheson).***THAT  
NEW  
DRESS.**

There was a gruff fellow once, who said that he never had to consult either the almanac or the weather to know that fall was approaching. The clamor of the females of his family for new raiment was sign enough.

In deference to their demand, we have brought on the first installment of the new season fabrics, and invite the ladies to see them. We say nothing about the men. They can have the floor for a few remarks when the parcel comes C. O. D. Just now, silence with them is like the opportunity we present—golden.

*For Dry Goods—(By Jas. MacMahon).*

**Our Windows** Have you seen them? People travel miles to do so. They are a revelation in elegance and style. They are suggestive of the possibilities of art in dress. They bring the vogue of London, Paris and Berlin home to you. They educate the eye to the beauty of contrasting colors and combinations. They elevate the standard of taste. They create a desire in women to dress with refinement. They are but introductory to the great and satisfying assortment we display within.

**See Them***For Dry Goods—(By Gimbel Brothers).***OUR GOODS**

OF ALL SORTS ARE RIGHT FOR THEIR SORTS; some fine, some coarse, some pretty, some not, however you want them. Every thing warranted. Bring it back if you'd rather have your money. All our strength and wit shall be used to facilitate trade.

Everybody entitled to credit shall have it; monthly accounts. It is better than cash to both sides, because it is handier.

*For Any Business—(By L. Dattelbach).***Business  
Is Booming**

With us. How could it be otherwise, considering the elegant stock we show this fall? The low prices we quote and the guarantee—

**Money's Worth  
OR  
Money Back.**

We are financially able to back this guarantee, and any lawyer will tell you it is a legal one. We understand the English language and do not wish to shrink the responsibility of our words.

*For Furs—(By R. L. Curran).***MOST GIRLS**

like furs. They're both warm and fashionable. Good, fairly durable furs, just as warm as the finest—only they're common kinds made to look like the rare ones—are within reach of every purse, and prove good bargains. We have all kinds; we won't let you buy imitations for real goods; won't sell you patchy, shop-worn, thrice made over furs for new ones. We have the finest sorts at high prices; the sort that in five years will still

**LOOK WELL.***For Fish—(By George F. Nelson).***FISH**

Fresh,  
Salted,  
Smoked.

**In All Colors.**

Bluefish, Whitefish,  
Red Snappers, Black Bass,  
Yellow Perch.

**Fresh and Sweet.**

Every kind of fish in its season, prepared for cooking and delivered.

*For Stoves—(By W. W. Brett).***Baked to a Delicate Brown.**

That's the best thing a housewife can say for a cook stove or a range. The stove that cooks well is the stove that suits, provided it is economical on coal. We have an extensive stock of cook stoves and ranges, and each one is the very best stove for the price that money will buy. Best baker, best broiler, best burner—all best.

# The Advertiser

Who wants  
Great big advertisements  
Inserted in  
Great big newspapers  
Must remember  
That a five hundred dollar ad cannot prob-  
ably be had for fifty cents,  
and  
That when he cannot guess whether the  
schedule rate for the space he wants in the  
paper he names will be found to be fifteen  
dollars or two hundred and fifty,  
He is  
Hardly competent to decide when he is being  
well used.

Such an advertiser should go slow.

Reflection will tell him, however, that largest circulations will be had where most readers are quickly accessible—*where population is densest.*

That where there are most people there is also most money.

That where there are most people and most money there will also be most customers and most liberal buyers.

The following editorial from PRINTERS' INK of September 19, illustrates the comparative cheapness of advertising in different sections:

"An advertising agency had a card in PRINTERS' INK last week, offering the best terms for the insertion of a small advertisement in the daily paper of largest circulation in each State. It is interesting to observe that the cost per line for each thousand circulation varies from one mill in Massachusetts to eleven cents and one mill in New Mexico. Here is the way the figures run. Queer, isn't it?

Massachusetts.....	.0010	Ohio.....	.0019
Illinois.....	.0015	Missouri.....	.0025
New York.....	.0016	Minnesota.....	.0032
Pennsylvania.....	.0016	New Jersey.....	.0032

Rhode Island.....	.0038	Kansas.....	.0132
Colorado.....	.0040	Texas.....	.0140
Dist. Columbia.....	.0040	Utah.....	.0141
Maryland.....	.0044	West Virginia.....	.0150
Wisconsin.....	.0049	Alabama.....	.0152
Michigan.....	.0050	Maine.....	.0171
Nebraska.....	.0054	Delaware.....	.0175
Georgia.....	.0058	South Dakota.....	.0192
Kentucky.....	.0062	Florida.....	.0250
Connecticut.....	.0066	South Carolina.....	.0250
Tennessee.....	.0076	Vermont.....	.0267
Louisiana.....	.0085	Mississippi.....	.0444
Oregon.....	.0085	Nevada.....	.0444
N. Hampshire.....	.0100	Arkansas.....	.0555
Virginia.....	.0100	North Dakota.....	.0655
Oklahoma.....	.0107	North Carolina.....	.0769
Washington.....	.0118	Idaho.....	.0869
Iowa.....	.0125	Arizona.....	.1000
Montana.....	.0129	New Mexico.....	.1111

"If a thousand circulation is worth more to an advertiser in Idaho than in Pennsylvania, it would be interesting to know what makes it worth more."

Advertisers who wish to know what I can do for them should designate the section where they would advertise. I like also to have them specify the papers they prefer. If I wish them to substitute other papers, I am not too bashful to tell them the papers I would recommend and the reasons therefor.


## ADDRESS

**PETER DOUGAN, Manager Printers' Ink Advertising Bureau,**

**10 SPRUCE ST., NEW YORK.**




Last Announcement : positively !  
Printers' Ink Year Book



Advertisements  
Intended for  
Printers' Ink Year Book  
Must reach the office  
Before the 21st

Or  
They will be too late.



They  
Will be too late even then  
For any choice position  
But **may** be in time  
For a first-rate position

= IF =

Sent this very day.  
First edition guaranteed 23,000 copies.

---

Address  
(With copy)  
PRINTERS' INK,  
10 Spruce St.,  
New York.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS

## The Year Book

PRICE ONE DOLLAR.

GEO. F. BEVELL &amp; CO., Publishers, 19 NASSAU ST., NEW YORK.

VOL. XI. NEW YORK, NOVEMBER 18, 1894. NO. 12.

## The Semi-Weekly Republic

FIRST SIX MONTHS OF 1894.

ST. LOUIS, MO., July 24, 1894.

Chas. W. Knapp, Publisher of THE ST. LOUIS REPUBLIC, being duly sworn, says the actual number of full and complete copies of the "semi-weekly" REPUBLIC printed during the months of January, February, March, April, May and June, 1894, all in regular editions, was as per schedule given below:

January 1	151,200	April 1	154,800
" 2	151,200	" 2	154,800
" 3	151,200	" 3	154,800
" 4	151,200	" 4	154,800
" 5	151,200	" 5	154,800
" 6	151,200	" 6	154,800
" 7	151,200	" 7	154,800
" 8	151,200	" 8	154,800
" 9	151,200	" 9	154,800
" 10	151,200	" 10	154,800
" 11	151,200	" 11	154,800
" 12	151,200	" 12	154,800
" 13	151,200	" 13	154,800
" 14	151,200	" 14	154,800
" 15	151,200	" 15	154,800
" 16	151,200	" 16	154,800
" 17	151,200	" 17	154,800
" 18	151,200	" 18	154,800
" 19	151,200	" 19	154,800
" 20	151,200	" 20	154,800
" 21	151,200	" 21	154,800
" 22	151,200	" 22	154,800
" 23	151,200	" 23	154,800
" 24	151,200	" 24	154,800
" 25	151,200	" 25	154,800
" 26	151,200	" 26	154,800
" 27	151,200	" 27	154,800
" 28	151,200	" 28	154,800
" 29	151,200	" 29	154,800
" 30	151,200	" 30	154,800
" 31	151,200	" 31	154,800
February 1	151,200	May 1	154,800
" 2	151,200	" 2	154,800
" 3	151,200	" 3	154,800
" 4	151,200	" 4	154,800
" 5	151,200	" 5	154,800
" 6	151,200	" 6	154,800
" 7	151,200	" 7	154,800
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" 26	151,200	" 26	154,800
" 27	151,200	" 27	154,800
" 28	151,200	" 28	154,800
" 29	151,200	" 29	154,800
" 30	151,200	" 30	154,800
" 31	151,200	" 31	154,800
March 1	151,200	June 1	154,800
" 2	151,200	" 2	154,800
" 3	151,200	" 3	154,800
" 4	151,200	" 4	154,800
" 5	151,200	" 5	154,800
" 6	151,200	" 6	154,800
" 7	151,200	" 7	154,800
" 8	151,200	" 8	154,800
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" 22	151,200	" 22	154,800
" 23	151,200	" 23	154,800
" 24	151,200	" 24	154,800
" 25	151,200	" 25	154,800
" 26	151,200	" 26	154,800
" 27	151,200	" 27	154,800
" 28	151,200	" 28	154,800
" 29	151,200	" 29	154,800
" 30	151,200	" 30	154,800
" 31	151,200	" 31	154,800

Total for 18 Issues, 6,720,000.

Weekly Average Circulation, each issue for first six months in 1894.  
112,000.

In January, February, March and April sample copies were mailed to selected names, as announced. Figures for May and June represent papers printed to supply regular paid subscribers. CHAS. W. KNAPP.

Sworn to and subscribed before me this twenty-fourth day of July, 1894.  
My term expires June 1, 1897.

Notary Public, City of St. Louis, Mo.

Eastern Office: 146 Times Building, New York.

**L**AST announcement! Advertisements intended for Printers' Ink Year Book must reach the office before November 21st or they will be too late. They will be too late even then for any choice position, but may be in time for a first-rate position if sent this very day. First edition of Year Book guaranteed 22,000 copies. Address (with copy) PRINTERS' INK, 10 Spruce St., N. Y.

## WHAT PRINTERS' INK YEAR BOOK IS

and the Reason Why It Will Be Valued by Advertisers.

It is a book of about 600 pages, about half the size of the American Newspaper Directory, but bound in paper covers. The size of the pages is the same as the pages of the Directory and of PRINTERS' INK. It will contain the names of all papers credited by the last issue of the Directory with circulating more than 1,000 copies regularly—about 4,000 papers in all. The lists of papers will be catalogued in long primer and will be arranged by States, and also by classes, in the order of their circulation ratings, so that an advertiser will note at a glance the papers having the highest ratings. Daily papers are catalogued first—all dailies in a State by themselves—then the weeklies are given by themselves; so also the monthlies and other sorts. All religious papers are catalogued in the order of their circulation ratings, largest circulations at the head. All agricultural papers are also arranged in the same way. All German papers are arranged by themselves, and so on through the nearly two hundred sorts of class papers indexed in the Directory. The separate State and class lists are all printed in long primer on right-hand pages and on the left-hand pages advertisements appear. In an advertisement every publisher has the privilege of telling his own story in his own way. Every advertisement is irremovable, and faces a full page of reading matter and is backed by another full page of reading matter. The price of an advertisement,  $\frac{1}{4}$  page, is \$25;  $\frac{1}{2}$  page, \$50; one full page, \$100. If it is specified that the advertisement is to have a position opposite the catalogue of papers of its State or its class, the price is increased 25 per cent, and 50 per cent if it is promised a position opposite the *name* of the paper in the State or class catalogue. The Year Book will be sold to advertisers and others at \$1 a copy. The Year Book is, in fact, the regular issue of PRINTERS' INK for November 28th, and as PRINTERS' INK now has a subscription list of 21,600, and 1,400 copies of the Year Book are wanted to fill extra orders, the first edition will be 23,000 copies. No advertisement can be taken after November 21st. No advertisement can

be guaranteed a special position after November 17th. So many special positions have been sold, and there being now no time for correspondence, it will be wiser not to insist upon a special position, but the best position obtainable will be given to each advertiser willing to pay the price. The whole edition will be in the hands of 21,600 subscribers to PRINTERS' INK on Wednesday, November 28th. This is the whole story of the Year Book. If it will pay a publisher to tell advertisers truly just what service his paper can render, then an advertisement in the Year Book offers the cheapest and best opportunity for doing so. Address, without loss of time, this very day, Printers' Ink Year Book, 10 Spruce street, New York.

THIS  
IS WHAT  
IT IS  
====  
Exactly!

====  
READ  
EVERY  
WORD  
- AND -  
KNOW  
THE  
WHOLE  
STORY.



The journey to Success leads through some pretty rough country, and there are two ways of getting there.

If you don't care for time and want to stop at all the way stations, risk side tracks and open switches—take the "accommodation" on the M. A. Y. B. E. road, where incompetency characterizes the crew—where the brakemen are asleep and the conductor careless of the schedule.

If you care for celerity, comfort and safety, take one of the "News-paper Limited" trains on the G. P. R. road. They have brainy conductors, skillful engineers, a block system of danger signals, and are always on time. The track is ballasted with the "rocks" of ample capital. The rails are forged from time-tried knowledge, fastened to the ties with spikes of experience. There are no curves, no side tracks, no stops—except for "wood and water."

Trains leave every minute.

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